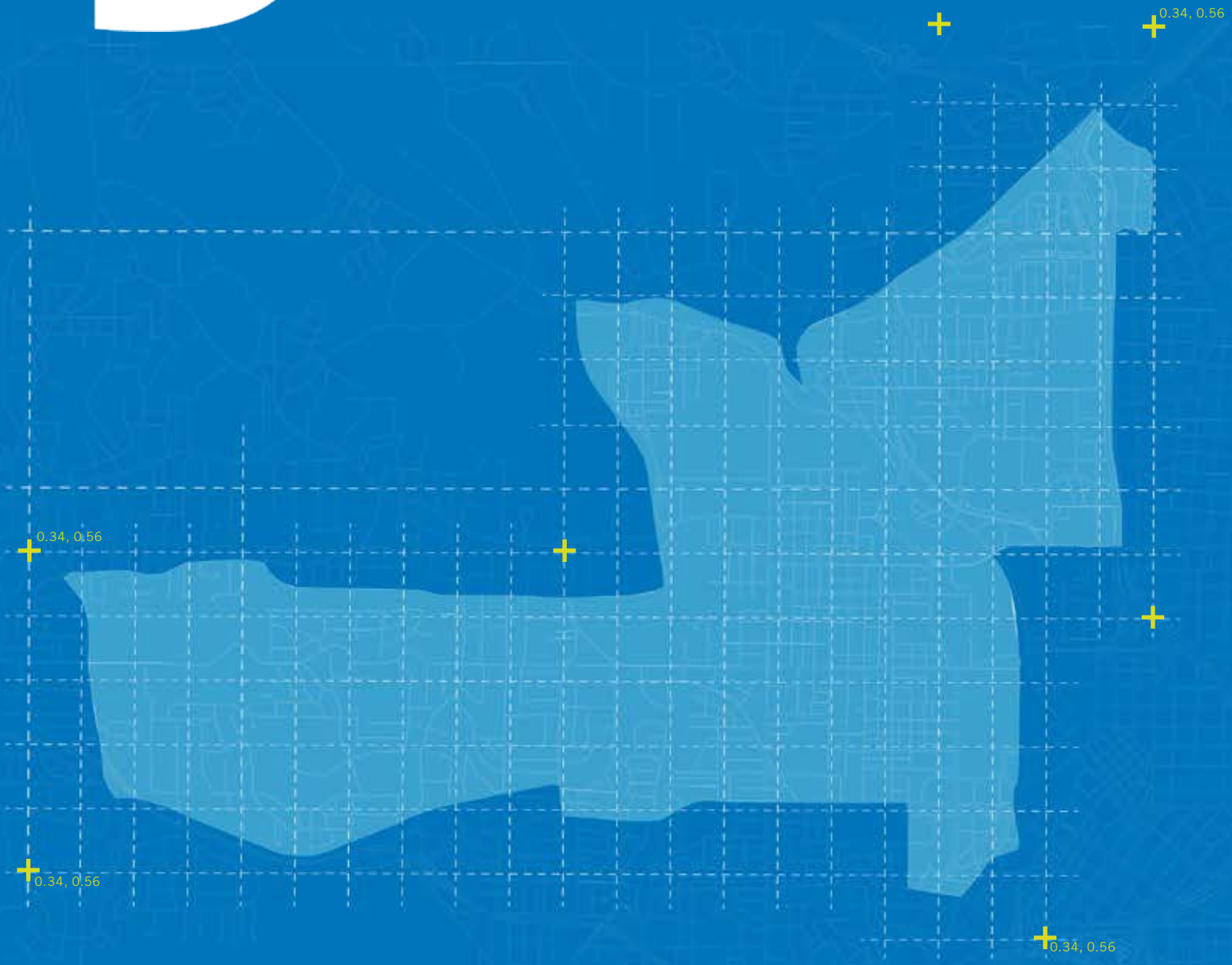
Westside Revive

A Master Plan for Council District 3



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Dedication

The Westside Revive plan is dedicated to the memory of Atlanta City Council District 3 Councilmember Ivory Lee Young Jr., who initiated this planning process to develop a community-based vision and strategic roadmap for Council District 3. Through this plan, it was the desire of the Councilmember to redevelop the corridors of Martin Luther King Jr. Drive, Joseph E. Lowery Boulevard, Joseph E. Boone Boulevard, Donald Lee Hollowell Parkway, Marietta Street/Howell Mill Road, 14th/10th Streets, Marietta Boulevard, West Marietta Street and Northside Drive to serve the neighborhoods of District 3 with new attractive, neighborhood-serving commercial districts and to protect the rich historic residential neighborhoods from the encroachment of incompatible uses.

As a Vine City resident, former Neighborhood Planning Unit L officer and four-term councilmember, Councilmember Young cared deeply for his community. He was dedicated to changing the lives of the residents of District 3 through strategic planning, zoning and development, and community engagement. As Chair of the Zoning Committee of the Atlanta City Council he ensured that not only the residents of District 3 but all the residents of Atlanta's concerns were raised and heard through the Atlanta Zoning Ordinance Diagnostic and the adoption of Zoning Ordinance Update Phase I and co-sponsoring the Westside Affordable Workforce Housing District among other pieces of legislation dedicated to equitable living for residents of the City of Atlanta.

Councilmember Young was inspired into public service by the Rev. Martin Luther King, Jr. The Westside Revive plan is a policy document that will guide the orderly development of all District 3 neighborhoods into a "*Beloved Community*." Begun under his leadership, this plan reflects his commitment to the future growth and wellbeing of Council District 3 and the City of Atlanta.

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Executive Summary.

At the highest level, the initiatives roll up under the five core values in the Atlanta City Design plan – Equity, Progress, Ambition, Access, and Nature.

D3: Westside Revive is the master plan for Atlanta's Council District 3, which encompasses more than 4,800 acres on the west side of Atlanta. D3 is a community-based vision and strategic roadmap for how the District should grow and prosper, and it is also the first of its kind. While many areas of the Westside have struggled with disinvestment and population loss since the 1960s, city-wide projects like the BeltLine and Proctor Creek have elevated the planning discourse in Atlanta and revealed how strategic, inclusive goals can create transformative change for communities. The construction of Mercedes-Benz Stadium and its associated redevelopment have renewed urgency to develop a district-wide plan. D3: Westside Revive is a master plan that is long been overdue for the area.

This plan is not only a District wide plan but also a plan for the neighborhoods in District 3. The Council District was divided into 9 Subareas and more detailed planning was conducted in Subareas 1-5. The Westside Land Use Framework Plan, adopted in November 2017, covers Subarea 6. Other planning efforts included Subareas 7-9.

Process//

The planning approach for D3 was all about people. This approach helps to both reveal issues and celebrate the strengths worth preserving in each community and lead to recommendations in land use and development, housing, and transportation. There was an ambitious schedule of stakeholder interviews, subarea workshops, and public presentations culminating in an actionable blueprint for the entire District. The planners heard residents' thoughts on housing, jobs and services, the environment, safety, community, connections. To spread the word about the plan and to get community input, the team sent postcards to stakeholders, had several workshops for each subarea, administered a survey, and created a project website (www.d3-westsiderevive.com). A steering committee oversaw the process.

History//

The neighborhoods in District 3 originally sprung up in the 1900s to serve industrial employers nearby. Post WWI, the area became a hub for Atlanta's African-American scholars, professionals, entrepreneurs, and luminaries. Self-sufficient by necessity, the Westside was a "live-work-play community" before anyone ever used those terms. Through the 1950s and 60s, Simpson Road was a vibrant corridor of independent, black-owned stores, offices and developments. These factors all led the area to be ground zero for the Civil Rights movement in the 1950s and 60s. As white flight hollowed out the City, upper and middle class blacks also left these once vibrant neighborhoods for the suburbs. This racial migration and the loss of industrial jobs had a hollowing out effect on the Westside during the 1970s, mirroring a national trend of economic decline in inner city neighborhoods. The buyout of Atlantic Steel in 1979 and its subsequent winding down was a symbolic end to major manufacturing in the City's core. Over time, Atlanta's public housing projects, many were concentrated in District 3, were plagued by maintenance issues and crime, and exclusively inhabited by poor black families.

Today, District 3 is experiencing radical physical transformation along with the Midtown skyline. The recent implosion of the Georgia Dome right next to a hyper-modern Mercedes-Benz Stadium is maybe the most dramatic in a series of demolitions across the district, as aging apartment complexes and housing projects are replaced with mixed-income, mixed-use developments that will be inhabited by a new generation of Atlantans. The future Westside Quarry Park is another transformative project for the area.

Existing Plans//

There have already been a multitude of planning efforts that have touched this area. Unveiled in September 2017, the Atlanta City Design is the City's blueprint for growth over the next two decades. The plan is premised on demographic research that predicts a major population boom for Atlanta, with profound implications for the future of District 3. Atlanta City Design starts by defining five guiding values—Equity, Nature, Ambition, Progress, and Access—before focusing in on specific recommendations, including bold ideas for "our expansive and historically underinvested Westside." These ideas include preserving urban neighborhoods, implementing transit on the BeltLine's west side, the West Line MARTA Extension, West Wall BRT, and Langford BRT. Other planning efforts in this area include the Comprehensive Development plan (2016) that seeks to preserve Atlanta's character areas, and Resilient Atlanta (2017) which strives for resilient urban planning.

Existing Conditions//

In order to best understand the quality of life in the district, it was important to collect information from a wide variety of sources. A broad net was cast to collect both the subjective personal accounts of current residents and stakeholders as well as objective data from authoritative sources.

Qualitative Data

A number of efforts sought to engage community residents and invite their opinions. Chief to this work was a district-wide survey to which nearly 150 residents responded. In addition, thirteen public meetings were held in which workshop activities focused on connecting with residents and chronicling their experiences within the district.

District-Wide Recommendations//

Quantitative Data

The objective data collection centered on third-party documented information. Relevant statistics were composited into a geographic information systems (GIS) application, which allowed for the creation of layered maps of the district. Additionally, a market analysis and transportation analysis were performed in order to grasp the many forces at play within the district.

Qualitative and Quantitative Data were surveyed in the following categories: Housing, jobs, education, environment, health, safety community / civic engagement, mobility. Key findings included the following:

- Nearly half of renters in D3 are paying rent that is 35% or more of the household income while only 19.2% of D3 homeowners are paying more than 35% of household income on housing
- District 3's unemployment rate is between 0% and 35% with a majority of the census blocks falling in the 16% - 25% range.
- Almost half of the 24 census block groups within District 3 have 25% of their adults holding a college or professional degree.
- Residents living in the areas surrounding Dixie Hills and the Marietta Street Artery have low access to food and must drive to reach fresh food options.
- More than 90% of Georgia Tech and Home Park residents have health insurance, while less than 50% of the residents in the middle of the district-- closer to Hunter Hills and Bankhead-- have coverage.
- During 2016, a total of 2,930 crime incidents were reported within the district.
- Crime incidences are concentrated along corridors such as JE Boone and Marrietta Street/Howell Mill and commercial such as Atlanta Station and Castleberry Hill. Crime in the residential areas of the district is spread out across the area.
- Respondents felt connected to their community, in spite of their feelings that the area provides very few community-supportive amenities.

Housing //

These strategic initiatives grow out of the strengths and weaknesses in D3's character traits, which also happen to align with topics that are part of ongoing dialogues in the city. At the highest level, the initiatives roll up under the five core values in the Atlanta City Design plan – Equity, Progress, Ambition, Access, and Nature.

The challenge of providing homes for over 800,000 potential new Atlanta residents is a formidable task given the extent of single-family neighborhood land coverage and the limited penetration of the MARTA rail system.

Jobs + Income //

There are two big themes to expanding housing in District 3. First, the availability of redevelopment sites on vacant land, underutilized properties, or deteriorating apartment complexes provides an excellent resource for dense infill development between neighborhoods. The second theme is the possibility of adding small-scale "missing middle" housing in existing neighborhoods on a tactical basis (for example on small lot assemblages in transitional areas), or as a blanket allowance for homeowners to build a small accessory unit on their lots without changing the underlying zoning.

The Westside has moved from an economy based on manufacturing, wholesaling, and transportation to one dominated by education, services, and social services, largely concentrated in District 3's academic institutions and to a lesser extent in healthcare facilities. There are also jobs associated with the Georgia World Congress Center and Mercedes Benz Stadium as well as concentrated in Downtown and Midtown. To help District 3 residents access these jobs, the City of Atlanta, the Blank Foundation and others established the Westside Future Fund and its corollary Westside Works for training and placement assistance in several programs.

Two big place-based economic development opportunities inside District 3 build on investments other than the Westside Future Fund. The first strategy is repositioning Northside Drive as an innovation corridor, driven by investments in the Russell Center for Innovation and Entrepreneurship (RCIE) and Georgia Tech's Technology Enterprise Park (TEP). The second economic development strategy involves growing small business around transit hubs.

Education //

While public school curriculums today focus mainly on standardized test prep, parents in subareas with higher levels of adult educational attainment make up this difference by enrolling their children in after school enrichment programs for sports, arts, computer programming and others. Children in lesser performing subareas do not have access to these program. By partnering with institutions like Georgia Tech, local businesses, and non-profits groups, this gap can start to be closed. District 3 is rich in history and ecology. School children could take educational fieldtrips to proposed ecological centers at Proctor Creek, to the Castleberry Hill Historic District, or the proposed expanded Waterworks Park. While many groups choose to focus purely on K-12 education, there is also the issue of adult continuing education. As with K-12 education, the further away from downtown in the district one travels, the lower levels of educational attainment can be seen. Community centers and other community gathering spaces will be influential in offering either short certification classes or connecting adults wishing to continue their education with resources in the metro area. Offering subsidized daycare spots would also encourage more adults to pursue higher education.

Environment //

The headwaters of Proctor Creek is an unlikely place to observe natural communities in the process of creation. Nowhere in District 3 is nature's resilience more on display. Proctor Creek is a major opportunity for expanding environmental connectivity and resilience in District 3. With so much of the Proctor Creek watershed covering District 3, the potential for additional tributary greenways emanating from Proctor Creek could begin to turn these neglected streams into positive public spaces enhanced by green infrastructure improvements.

Health //

The Atlanta Housing Authority is collaborating with the city's Office of Resilience on Aglanta Choice, an initiative to build a closed-loop local food system for the University Choice Neighborhood area. Aglanta Choice focuses on community revitalization and supporting small food entrepreneurs but also addresses health through consumption interventions like culinary arts education, leveraging SNAP (food stamp) resources, and broadening Friends and Neighbors Network (FANN) coverage.

With the recently renovated Neighborhood Union (Vine City) Health Center and the new Hollis Innovation Academy near Historic Westside Garden, there is an opportunity to blend food production and medical services through the Fruit and Vegetable Prescription Program and other creative ideas. A similar synergy exists between Mercy Care at City of Refuge and Urban Fresh Farm.

Safety //

Community members in District 3 cite crime as a major problem in their minds. While crime incidences spread across the whole district, it is concentrated along corridors and commercial areas. Residents also expressed concern about unsafe apartment complexes, lack of adequate street lighting, lack

People will be more likely to invest time and emotional energy in their communities if they feel like they can make a positive impact.

of safe places to play, and loitering. These concerns about crime show a wide range and there are two key ways to combat these concerns. The first is to foster better relationships between police and community members. D3 needs better design of parks and streetscapes to encourage more people to feel safe to go outside and take a walk or to take their children to the park and play.

Mobility //

District 3 has a strong network of MARTA Rail Stations, with 2 stations serving the area and 4 stations within a half-mile of the district's boundaries. Several main corridors are home to bus routes that connect residents to nearby areas of the city as well as transit stations that extend much farther. Bike share is an opportunity to build on current mobility options and to expand the bicycle network. Transforming main streets and key corridors such as Joseph E Boone Boulevard and West Marietta Street would be beneficial for pedestrians, bicyclists, transit riders, and drivers, objectively and aesthetically. Sidewalk repair should be a focus for neighborhoods to encourage walking and improve connections to jobs and other destinations. A priority is to provide transportation options that are safe, reliable, and efficient. Improving infrastructure for walking, biking, and transit can reduce dependence on single-occupancy vehicles, decreasing congestion on main corridors such as Northside Drive and Marietta Boulevard.

Community + Civic Engagement //

Community engagement is critical in building the strength of a district. District 3 has always been very engaged. There are many places for community meetings, including churches, schools, park facilities, and non-profits.

People will be more like to invest time and emotional energy in their communities if they feel like they can make a positive difference. Beautification grants training for community members and more physical community spaces can help. People will be more likely to engage on large scale and long range district wide planning processes if they can see that their voices are being heard. However, there are action items in each sub area with things that can be done both short term and long term. These projects need to be implemented and then they should be publicized to show chang is happening.

Subarea 1 //

Subarea 1 is unlike most other parts of District 3 in that it represents different types of suburban residential development from the 1930s and 1940s through the Postwar era in one place, and almost entirely captures the story of the rise to prominence of African-American real estate entrepreneurs like Walter Aiken. This legacy is the foundation of the Subarea Vision: to renew the historic neighborhoods by preserving, strengthening and diversifying the housing stock while fully connecting them to each other and to the wealth of formal and informal open space resources.

Recommendations include:

- Redevelop Joseph E. Boone Boulevard between Anderson and New Jersey avenues as a mixed-use neighborhood center.
- Redevelop Hidden Valley apartment complex and surrounding vacant land.

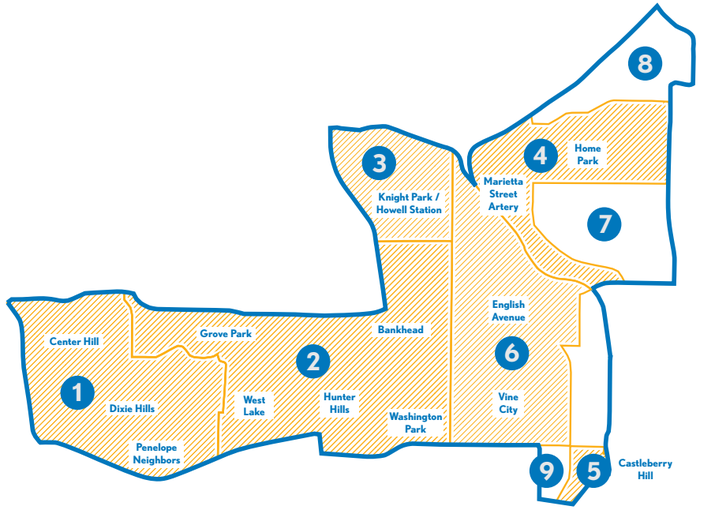


Diagram showing subarea boundaries

- Naturalization of the Proctor Creek tributary skirting Lincoln Cemetery, and invasive species removal
- Expanding the street network
- Install bike lanes, pedestrian infrastructure, permeable pavements, and green infrastructure
- Bridge the gap for last mile bicycle and pedestrian connections to the H.E. Holmes and West Lake MARTA stations

Subarea 2 //

Subarea 2 is dominated by the major redevelopment opportunities around Maddox Park and the future Beltline – an area so large and impactful that it rivals the similar mixed-use activity center that has grown around Old Fourth Ward Park and Ponce City Market 3.5 miles to the east.

Recommendations include:

- Substantial new mixed-income multifamily housing development West of Chappell Road
- Redevelopment on Joseph E. Boone Boulevard should focus on replacing the auto-oriented commercial uses over time with two-story mixed-use buildings lining the new streetscape
- Daylighting and naturalization of Proctor Creek east of the CSX rail line
- Generous pedestrian and bike connections to Proctor Creek Trail to the west and the Westside Reservoir Park to the north
- Upgrade important corridors to complete streets
- The northern section of Chappell Road should be reconfigured as a complete street to support future growth

Subarea 3 //

Subarea 3 is unlike most other parts of District 3 in that it has a relatively small residential core almost entirely surrounded by rail lines and industrial uses.

Recommendations include:

- Multiuse trail along Northside Drive
- Redesign and improve Knight Park
- Renovate the Brick community center building
- Expand the pedestrian network through an integrated system of new streets, sidewalk demarcations on existing neighborhood streets, and trail linkages; and redesign the two major arterial roads to be multimodal corridors that sync up with other major public realm initiatives.
- Two additional multiuse trail connections one to connect the southwest edge of the neighborhood to the Bankhead MARTA station and the Proctor Creek Trail; and another connecting north across the combined CSX / Norfolk Southern rail lines to the Goat Farm Arts Center.

Subarea 4 //

Subarea 4 has two neighborhoods- Home Park and the Marietta Street Artery Association and the Upper Westside Community Improvement District. Subarea 4 is unique in that it has several organized advocacy organizations including one that has taxation authority.

Recommendations include:

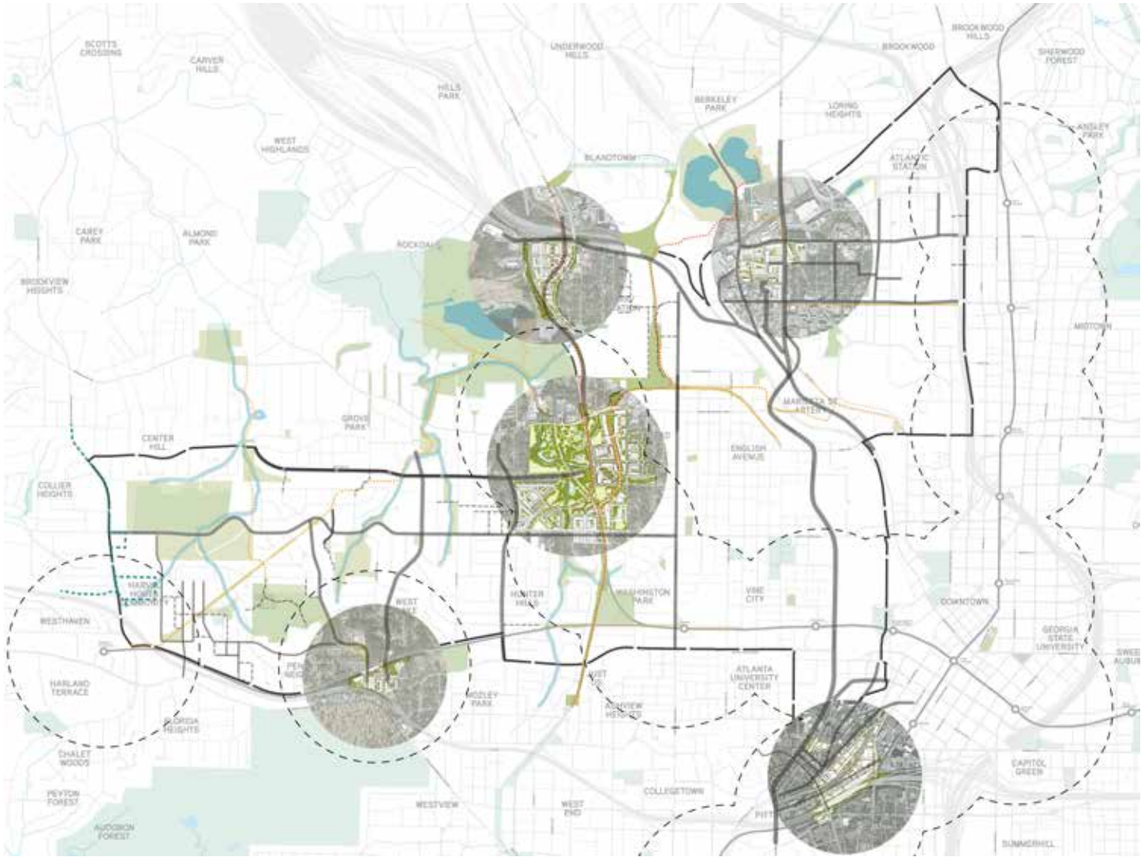
- Restructuring the cross-section of 14th Street and revising the existing commercial zoning to allow small-scale mixed-use while maintaining Low Density Residential land uses in the Home Park neighborhood.
- High-density development in the block east of Fowler
- Adaptive reuse for the historic buildings of the Department of Watershed Management into events facilities would provide much needed public space
- Creating a larger Waterworks Park by relocating the reservoir fences and reclaiming the historic lodge for public use.
- Adding key network extensions and new street grids in the area of the central “superblock”
- Connecting across the CSX / Norfolk Southern rail lines at Jefferson and over a restored Bankhead Avenue Bridge

Subarea 5 //

Subarea 5 consists entirely of the Castleberry Hill neighborhood, which since its emergence in the 1990s as a destination loft / gallery district has become so successful that it runs the risk of losing its distinct SoHo-like character to external development pressure and internal issues like parking and noise.

Recommendations include:

- Historic district that categorizes the core should not be compromised; and the line between high-density Downtown redevelopment and the warehouse district should be held.
- Transformation of the Northside Drive corridor into the West Side’s equivalent of Peachtree Street, but with less density.



Plan showing catalyst projects with the D3 boundaries. A 1/2 around MARTA stations is shown with dash lines

- A “maker’s promenade” or “ArtWalk” that is publicly accessible could extend along the rail lines to the rear of the Whitehall north parcels
- Upgrading Cleopas Johnson Park
- Street and sidewalk systems must be reconstructed or improved as multimodal corridors to support pedestrian culture.

Action Plan + Implementation //

Implementing the projects listed in this document will be key to creating a positive impact in the district. Each Subarea has a table with proposed projects These projects were carefully thought of to have enough diversity to have interventions in the short term and long term.

Introduction.

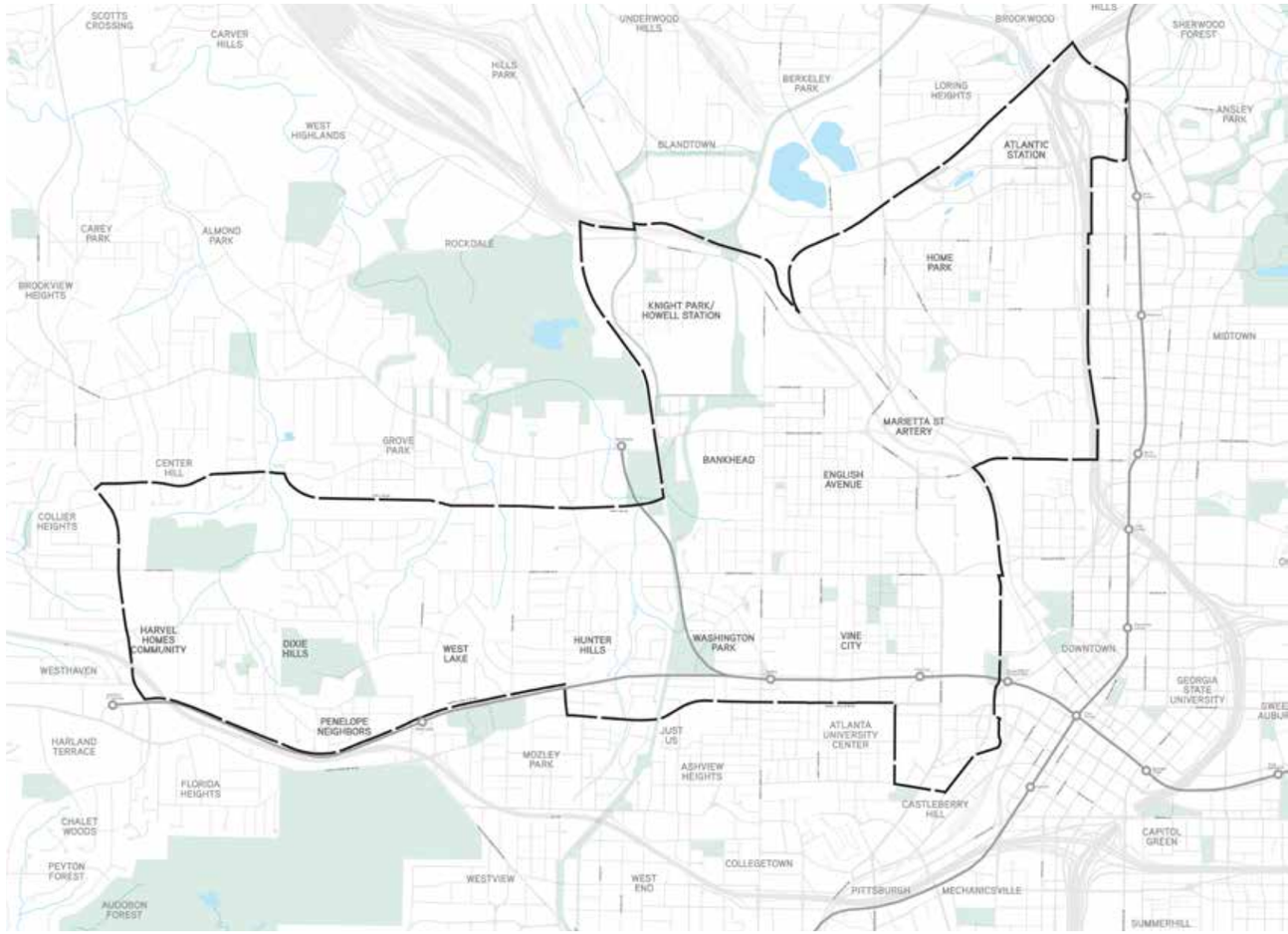
What is this Plan?

D3: Westside Revive is the master plan for Atlanta's Council District 3, which encompasses more than 4,800 acres on the west side of Atlanta. Today's Council District boundaries were defined after the 2010 census, and District 3 was etched around a robust area of the city that includes neighborhoods as diverse as Vine City and Atlantic Station, institutions as legendary as Georgia Tech, and destinations as familiar as King Plow Arts Center or as new as Mercedes-Benz Stadium. Much of Atlanta's story originated in the people and events that shaped the Westside, and much of its future lies in how the revival of the Westside is defined.

D3 is a community-based vision and strategic road map for how the District should grow and prosper, and it is also the first of its kind. This unprecedented endeavor marks the first ever council wide plan in Atlanta, and this long-term thinking will be crucial over the next several decades as Atlanta evolves into a model 21st Century metropolis.

There has been an acceleration of growth in the Atlanta region since the 1996 Olympics, with 2.2 million new residents arriving in the last two decades and a projected additional 2.5 million in the next twenty years. The flood of population and development into the center city has not only highlighted those areas that were primed for growth but also revealed some with systemic problems. While many areas of the Westside have struggled with disinvestment and population loss since the 1960s, city-wide projects like the BeltLine and Proctor Creek have elevated the planning discourse in Atlanta and revealed how strategic, inclusive goals can create transformative change for communities.

The construction of Mercedes-Benz Stadium and its associated redevelopment have renewed urgency to address systemic problems in Vine City and English Avenue through the vehicle of Plan Westside. Moreover, while some neighborhoods have been part of numerous recent plans, others, like Dixie Hills and West Lake, have not been included in such planning efforts. For these reasons and coincident with the release of The Atlanta City Design project, the time is right for a comprehensive look at the entire Council District.



Council District 3 consists of portions of neighborhood planning units (NPUs) E, J, K, L and M. When the district boundaries were created in 2012, District 3 had a population of 36,617. It spans from the Downtown Connector and Midtown Business District in the east to Hamilton E Holmes Dr in the west, and from North Avenue and the Norfolk Southern freight rail line in the north to MLK Dr in the south. It includes assets like Georgia Tech, Vine City, Ashby, and West Lake MARTA stations, along with Maddox and Washington Park. Major corridors include 14th Street, 10th Street, Northside Drive, Marietta Blvd, and Joseph E. Boone.

Approaching D3

Two Plans in One: Neighborhoods Plans

D3 is a collection of neighborhoods inside a political boundary that might not always reflect a common cultural heritage. In fact, because D3 contains neighborhoods that were on the leading edge of color line negotiations in the 1940s and 1950s, some adjacent residential areas may appear quite different from each other and occupy different positions in the story of Atlanta's development. Other areas link more to Atlanta's early economy, like Castleberry Hill to rail-based warehousing, or Home Park to steel production. Council District 3 was divided into 9 Subareas and more detailed planning and engagement was conducted for Subareas 1-5. Each subareas has a section in Chapter 4.

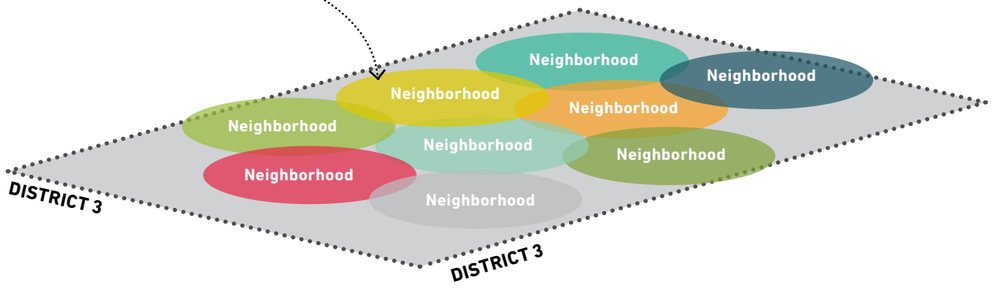
There has been a steady stream of planning studies done for various areas in D3 since the 1996 Olympics illuminated the need to invest in neighborhoods along with sports venues and core attractions. Broader planning efforts like the Atlanta BeltLine, the Northside Drive Corridor, Imagine Downtown, and Proctor Creek also provided D3 with more definition around mobility options, environmental sustainability and economic development projects in key locations.

Two Plans in One: District-Wide Plan

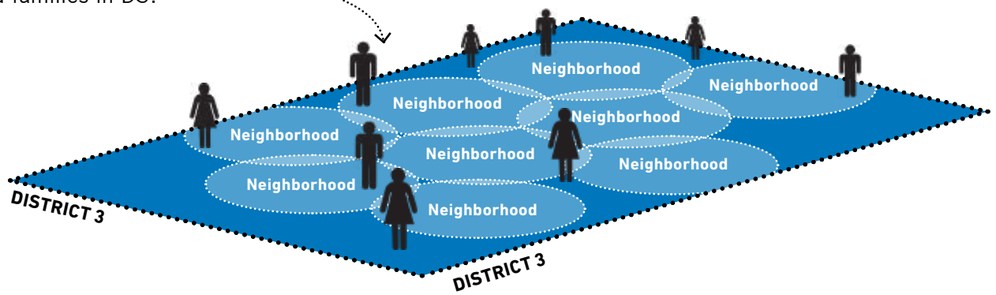
At the core, people and families make up neighborhoods, and the district. The approach to creating the D3 plan reflects the complex relationship between neighborhoods and their residents, and between neighborhoods and the district. It involved thinking of the plan as both an economic development platform realized in several transformative redevelopment projects, and a strategic policy framework driven by the dual objectives of accommodating growth in a high-quality sustainable way and making local government more visible and accessible to its constituents.

This Plan was not only intended to provide a redevelopment vision for well-defined sub geographies in D3, but that it served as an opportunity to provide a comprehensive analysis and citizen empowerment framework for the district as a whole.

How does physical growth look like for the multiple neighborhoods in D3?



How does a physical growth strategy translate to individuals and families in D3?



The Planning Process.

Consisting of thirteen community workshops and multiple stakeholder conversations, the D3 process spanned eight months between March and October 2017, reaching over 10,000 individuals who live, work or study in the planning area. A framework of five subareas helped focus conversations around local issues while keeping the big picture in view. Each subarea dialogue involved hands-on engagement around catalyst development projects as well as district-wide growth strategies.

The planning approach for D3 was all about people. This approach helps to both reveal deficiencies and celebrate the strengths worth preserving in each community and lead to recommendations in land use and development, housing, and transportation. There was an ambitious schedule of stakeholder interviews, subarea workshops, and public presentations culminating in an actionable blueprint for the entire District at the end of the year. The planners heard residents' thoughts on housing, jobs and services, the environment, safety, community, connections. To reach residents, the team sent postcards to residents, had several workshops for each subarea, and created a project website (www.d3-westsiderevive.com) for posting up to date project information, schedules, and meeting summaries.

A Stakeholder Advisory Committee was convened providing project oversight and serving as a sounding board. The committee included representatives from the following organizations:

- Atlanta Beltline
- Atlanta Housing Authority
- Atlanta Regional Commission
- Castleberry Hill
- Castleberry Hill Neighborhood Association
- Civic Community Organization Inc./ Dixie Hills
- Georgia Institute of Technology
- Harvel Homes Community Club
- Historic Howell Station Neighborhood Assoc.
- Historic Westin Heights/Bankhead Neighborhood Association
- Home Park Community Improvement Association
- Housing & Westside Planning
- Hunter Hills
- Invest Atlanta
- Kennlawn Community Club/Grove Park
- Lincoln Manor Garden Club/Center Hill
- Marietta Street ARTery Association
- MARTA
- Penelope Neighbors
- School Board Representative
- Washington Park Neighborhood Club
- West Lake
- Westside CID

01

Many Pasts. One Future.

Positioning the District in Atlanta.

02.01 Where We Have Been: A Historic Overview
02.02 Where We are Going: Atlanta City Design

01.01

Where We Have Been

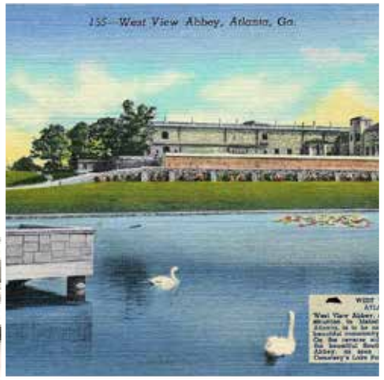
Historic Context

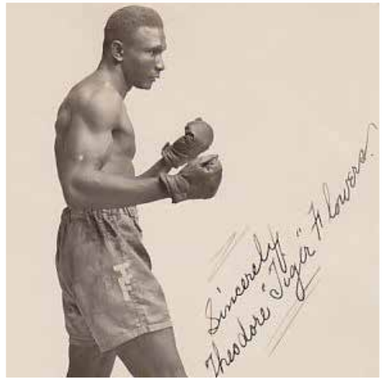
Spanning 4,800 acres on Atlanta's Westside, City Council District 3 includes portions of Neighborhood Planning Units E, J, K, L, and M, from historic warehouse districts and mill villages to glassy high-rises and large scale, mixed-use redevelopment projects. It represents a slice of Atlanta's diverse population—its communities include families that have been here for generations, newcomers attracted to the neighborhood charm, students from around the world who come to the District's educational institutions, small businesses, and industrial operations.

To distill the history of District 3 is to try to tell the story of Atlanta's rapid rise from the ashes of the Civil War, to a major industrial hub at the turn of the century. Anchored by the railroads, in the early 1900s, industrial manufacturers like Atlantic Steel and the Atlanta Agricultural Works (later the King Plow Company) were the catalyst for commercial and residential development on the Westside. Life in Home Park and Howell Station was centered on these employers, as houses, schools
and shops popped up to serve the communities created by abundant jobs. Founded in 1885, Georgia Tech has also played a big role in the development of Home Park and around the Marietta street artery.

On the other side of the tracks, literally, the city's "negro sections" west of downtown grew around Atlanta University into a citadel of black commerce, education, and culture. At the same time as the Harlem Renaissance, Atlanta's African-American scholars, professionals, entrepreneurs, and luminaries like as boxer "Tiger" Flowers, built their own homes, careers,
and lives in the segregated world between Simpson Road and West View Drive.

By the 1930s, housing across the city was in short supply and these areas were increasingly overcrowded. With the opening of Techwood Homes for whites in 1935 and University Homes for blacks in 1938, Atlanta became the first major U.S. city to build public housing projects. African-American vets returning from World War II looked to build or buy homes in Westside neighborhoods slated for "negro expansion."





This legacy of black excellence was fertile ground for the Civil Rights movement, which had its unofficial headquarters at the neighborhood landmark Paschal's.

Self-sufficient by necessity, the Westside was a "live-work-play community" before anyone ever used those terms. Through the 1950s and 60s, Simpson Road was a vibrant corridor of independent, black-owned stores, offices and developments. Many African-American residents displaced by interstate construction and urban renewal projects relocated here. This legacy of black excellence was fertile ground for the Civil Rights movement, which had its unofficial headquarters at the neighborhood landmark Paschal's.

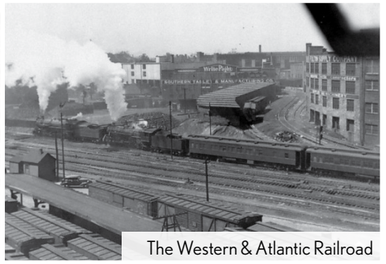
As the population of Atlanta swelled, shifting color lines between black and white neighborhoods resulted in uneasy tension and anxiety around real estate values. Mass protests and panic around the sale of white-owned properties to black buyers in Center Hill and Grove Park climaxed in 1956, when two houses were bombed when black owners moved in. Lunch counters, public buses, and public pools became the battle ground for the civil rights during the transition to desegregate public spaces.

Atlanta's housing projects were not desegregated until 1968. With white flight already occurring in many neighborhoods throughout the City, integration prompted most remaining whites to leave the area. Likewise, upper and middle class African-Americans sought refuge in the suburbs as new areas opened up to racial integration, and black flight was a real phenomenon in historically black neighborhoods.

This racial migration and the loss of industrial jobs had a hollowing out effect on the Westside during the 1970s, mirroring a national trend of economic decline in inner city neighborhoods. The buyout of Atlantic Steel in 1979 and its subsequent winding down was a symbolic end to major manufacturing in the City's core. Over time, Atlanta's public housing projects were plagued by maintenance issues and crime, and exclusively inhabited by poor black families. From 1979 to 1981, the Atlanta Child Murders terrorized the city and put a national media spotlight on the city's distressed African American neighborhoods.

1890s
RAILROAD DEVELOPMENT

Illustration of the Georgia Capitol

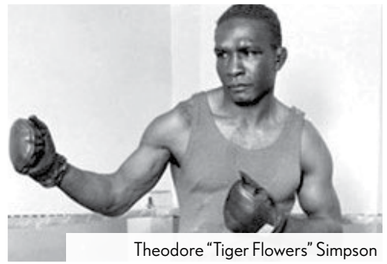

The Western & Atlantic Railroad

1900s
INDUSTRIAL JOBS, MILL NEIGHBORHOODS, BEDROOM COMMUNITIES

Atlantic Steel, 1915

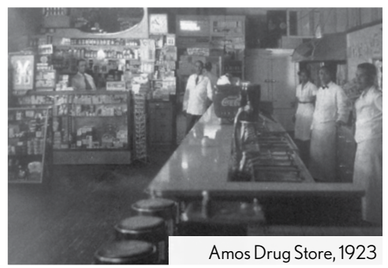
King Plow Agricultural Works, 1902

1930s
CITIDEL OF BLACK EXCELLENCE


Theodore "Tiger Flowers" Simpson

The Lincoln Golf & Country Club

1940s
BLACK ENTREPRENEURS & BLACK HOUSING


Amos Drug Store, 1923

The Waluhaje Apartments, 1951

1950s
SHIFTING COMMUNITIES, SHIFTING COLOR LINES

Negro Transitional Areas

Bus Integration, 1957

The lead-up to the 1996 Centennial Olympic Games . . . visibly reshaped the landscape, but failed to deliver lasting benefits to these communities.

The 1980s were marked by organized preservation efforts amid urban decline. As Atlanta's housing projects fell into disrepair, the effort to preserve of the Alonzo Herndon Home began in 1983, and it was eventually designated a National Historic Landmark in 2000. Many of district's major corridors were renamed, both as a way to honor Civil Rights activists and to re brand places that had become synonymous with crime and blight. Bankhead Highway became Donald Lee Hollowell Parkway in 1988; later Ashby Street became Joseph E. Lowery Boulevard, and Simpson Road became Joseph E. Boone Boulevard.

The lead-up to the 1996 Centennial Olympic Games put Atlanta in the international spotlight. The demolition of Techwood Homes, the construction of the Georgia Dome and other Olympic venues visibly reshaped the landscape, but failed to deliver lasting benefits to these communities.

Castleberry Hill emerged as Atlanta's new gallery district and Howell Mill developed as a destination for high end design boutiques. Atlantic Steel was a symbol of transformation when it was reborn in 2005 as Atlantic Station, a massive, but pedestrian-friendly neighborhood, shopping, and office district on the site of a brownfield site. Meanwhile, the Atlanta Housing Authority demolished all its large-scale housing projects from Bowen Homes to Herndon Homes and the foreclosure crisis left many homes abandoned or bank-owned. The growth and expansion of Georgia Tech into a major research institution has shaped development of the District and the City.

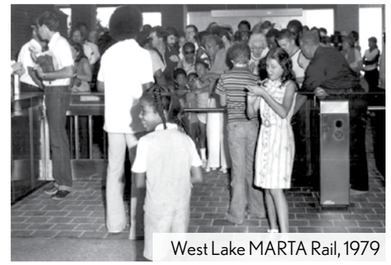
Today, District 3 is experiencing radical physical transformation along with the Midtown skyline. The recent implosion of the Georgia Dome right next to a hyper-modern Mercedes-Benz Stadium is maybe the most dramatic in a series of demolitions across the district, as aging apartment complexes and housing projects are replaced with mixed-income, mixed-use developments that will be inhabited by a new generation of Atlantans. The future Westside Quarry Park is another transformative project for the area. Still the industrial remnants along Marietta Street, the railroad history of the Castleberry Hill warehouse district, and the spirit of Simpson Road, Joseph E. Boone, inform and inspire the evolution of the District, giving it a unique sense of place and an old soul.

1960s
INTEGRATION & TURMOIL

La Carrousel Lounge, 1960

Fire Station #16, 1963

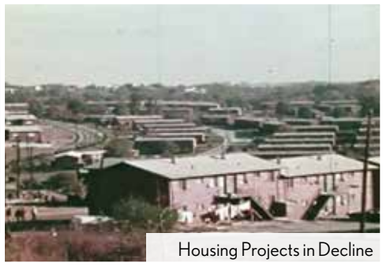
1970s
MARTA EXPANSION, SUBURBAN FLIGHT


West Lake MARTA Rail, 1979

MLK Drive Dedication. 1976

1980s
PRESERVATION VS. DECLINE

Georgie Dome, 1989


Housing Projects in Decline

1990s
INTERNATIONAL SPOTLIGHT

Techwood Home Demolished, 1996

Olympic Games, 1996

2000s
RESHAPING THE WEST SIDE

Atlantic Station, 2005

Castleberry Hill Art Stroll

01.02

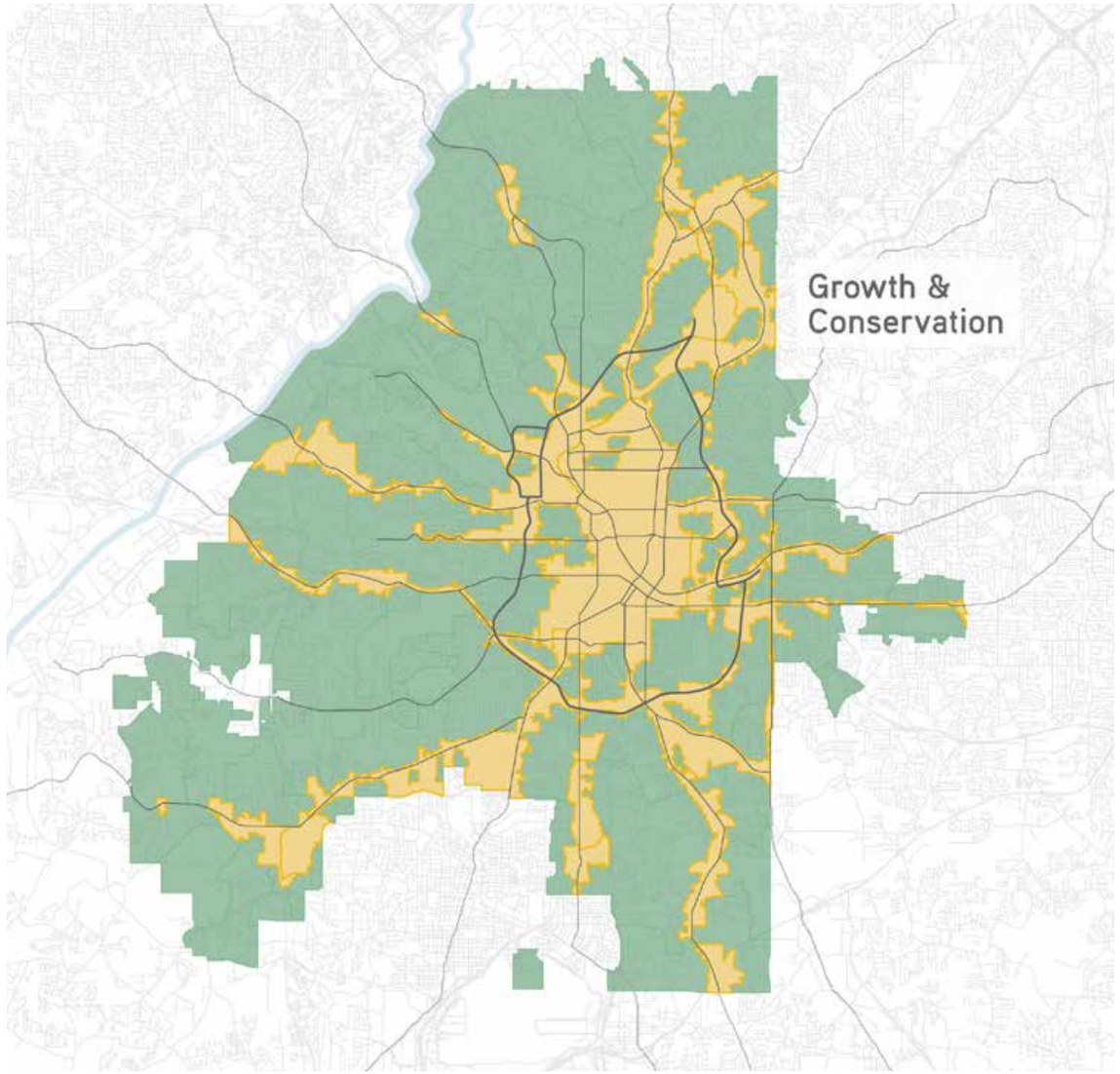
Where We Are Going

Atlanta City Design.

> “Our metropolitan area is projected to grow by 2.5 million people over the next 20 years and for many reasons, we believe the City of Atlanta is going to take on a larger share of that growth than it has in the past – perhaps nearly tripling our current population.
>
> So, what do we want that change to look like? Where do we want it to go? How do we want to shape growth so that it makes a better Atlanta and not some other place that we don’t like or recognize anymore? These are the big questions for city design.”
>
> – Commissioner Tim Keane, City of Atlanta Department of City Planning

Unveiled in September 2017, the Atlanta City Design is the City’s blueprint for growth over the next two decades. The plan is premised on demographic research that predicts a major population boom for Atlanta, with profound implications for the future of District 3. Atlanta City Design starts by defining five guiding values—Equity, Nature, Ambition, Progress, and Access—before focusing in on specific recommendations, including bold ideas for “our expansive and historically underinvested Westside.”

The scale of the opportunity is compelling, but the broader ambition for the Atlanta City Design is to set an agenda based on sustainable development for all. The Atlanta City Design begins to address the challenge of guiding targeted investment to the District 3 without displacing the communities who have lived there for decades.



Above: Growth and Conservation Areas as identified in The Atlanta City Design. Image Credit: City Design Studio.

The core of District 3, for example, was built at a time that prioritized walking distances, transit, density, and social connections.

Guiding Strategies.

The conditions that framed growth in the City of Atlanta, applied intentionally, might also shape our future. The core of District 3, for example, was built at a time that prioritized walking distances, transit, density, and social connections. This gives it the perfect physical structure and assets to organize growth today, when communities are looking for these exact attributes.

In contrast, where New Atlanta flows out along streets in every direction, we find a vast territory built at a time that prioritized open land, air, and free-flowing movement, and that today, provides perfect alignment with our forest, watersheds, and other connections to nature.

Growth Areas

Growth will be organized into already developed areas that are suitable to taking on growth. This includes the historic core of the City, the corridors that flow outward in every direction, and outlying clusters like Buckhead and Greenbriar. These Growth Areas represent an enormous capacity that, if properly designed, can easily accommodate Atlanta's expanding population.

Conservation Areas

Protect and celebrate the existing, historic, tree-covered neighborhoods of the City. Encourage more modest growth within these areas that is compatible with each neighborhood's scale and unique character, protects our urban forest, and supports strategic industrial or production areas.

The rest of the City will be protected from overwhelming growth. The intown neighborhoods and lush suburban territories will grow in ways that retain and improve their charm and their leafy tree canopy. Strategic production areas will also be protected from growth. Conservation Areas represent ecological value, historic character, and housing options that, if properly designed, can make living with all those new neighbors a pleasure.

Corridors

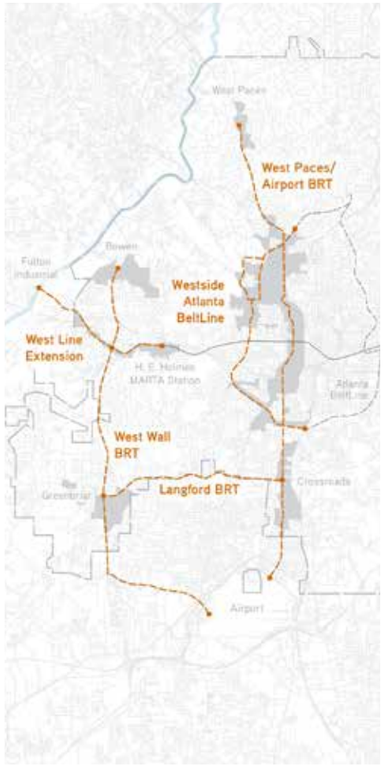
These are the connective tissue of the City; the major streets that flow out of the Core in every direction. They stitch Old and New Atlanta together and most of them are commercially developed. Streets like Hollowell and Jonesboro wind along the contours of the City while streets like Memorial and Northside slice straight lines across hills and valleys. In either case, we find commercial sites, civic buildings, and anchor institutions along the way. With better design, these corridors can become "Main Streets" for every community, accommodating a reasonable amount of growth that will spur commercial vitality and a vibrant public life out beyond the Core of the City.

Urban Neighborhoods

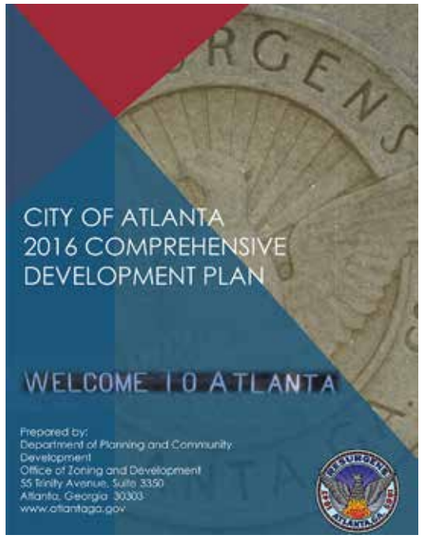
These are small-scale, historic, walkable neighborhoods where growth capacity is limited mostly by our desire to keep them the way they are. They are the traditional intown communities that were built by the expansion of streetcars a century ago, such as Westview. Most have some form of commercial district within walking distance from homes, and many include small apartment buildings, townhouses, or two and three-family homes. Their inherent walkability, historic charm, and proximity to downtown make them highly desirable under today's market pressures, and therefore, threatened by denser development.

Invest in the West and District 3

We're going to design alternative sites for growth to support communities that have historically been left behind. This is essential, because as the core of the City develops, the cost of living and doing business there is likely to soar. To mitigate pressures and make sure there are opportunities for everyone, we're going to invest in areas of the City that offer lower-cost capacity for growth and business development. This strategy, called "Invest in the West," includes the implementation of transit on the BeltLine's west side, but it goes further. It identifies four additional projects west of downtown that together lay a foundation for the expansion of economic opportunity there. These include the Westside Atlanta BeltLine, West Line Extension, West Wall BRT, and Langford BRT. Note that beyond their initial investment, each requires follow-through on several social and economic policies as well. Our expansive and historically underinvested Westside will be designed to prosper.



Above: The Invest in the West strategies identified in the Atlanta City Design. Image Credit: City Design Studio.



Comprehensive Development Plan
City of Atlanta, 2016

The City of Atlanta 2016 Comprehensive Development Plan (CDP), adopted by the City on November 21, 2016, brings together and addresses all aspects of community and economic functions with the objective of sustaining and improving these functions in the future. While the 2016 CDP covers a large number of these topics, it primarily addresses population, economic development, housing, natural resources, historic resources, community facilities, transportation, urban design, and land use. Not only does the plan provide information on the characteristics of the community, but it is also a guide for growth and development that identifies needs and opportunities to be addressed over the next twenty years. It sets forth policies for the City and for communities, providing a framework for evaluating future zoning and development proposals and identifying projects that assist in addressing needs and opportunities.

Central to this plan was the designation and mapping of Atlanta's **character areas.** Character areas are unique geographic areas distinguishable from one another due to their natural features, existing and future land uses, zoning, economic activities, existing and emerging development patterns, design characteristics, and proximity to transit stations and corridors.

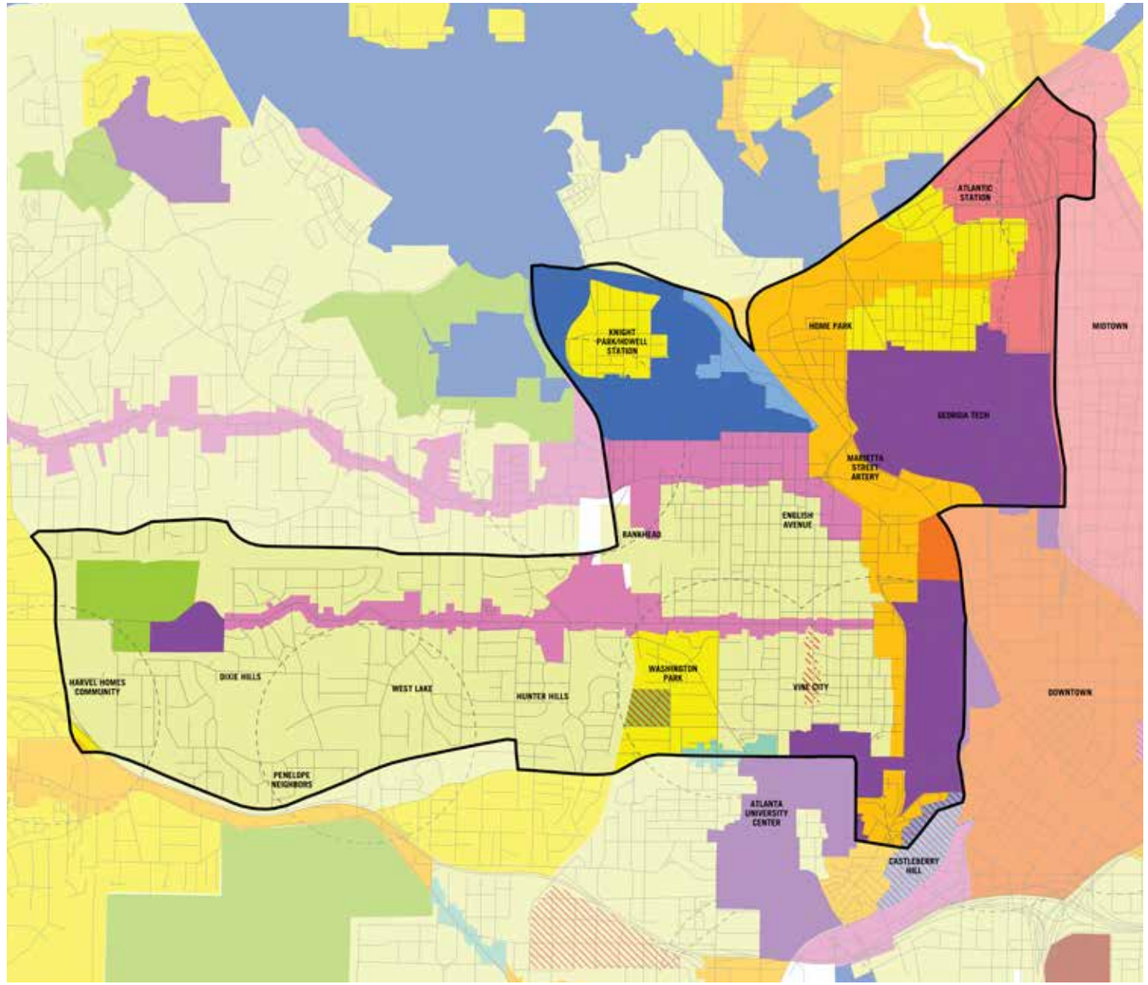
The identification of trends allowed for the grouping and categorizing of those areas that share similar features. In terms of planning, these various "character area" categories are distinct, in that each requires a different vision in order to foster preservation, growth, and change on the sites under that specific designation.

The 2016 CDP produced Character Area maps, narratives, and policies for each category as a guide for the future development and future rezoning of parcel in each area. In addition, the Character Area Maps are used as a guide when evaluating Future Land Use Map amendments. The Character Areas in the City of Atlanta are grouped into 5 primary categories that are shown in the following table with any respective subcategories.

Character Area Categories

CHARACTER AREA	DEFINITION	ATLANTA EXAMPLES
1. Parks, Conservation, and Greenspace		
Parks, Conservation, and Greenspace	The City's most important natural resources, biological habitats, conservation areas, public greenspaces, parks, trails, recreational areas, and cemeteries.	Chattahoochee River Corridor, Piedmont Park
2. Neighborhood		
Traditional Neighborhood Existing	The oldest, well kept neighborhoods. Often tree-lined and walkable. Most are single-family and have unique, recognizable identities	Kirkwood, Audubon Forest, Inman Park
Traditional Neighborhood Redevelopment	Similar to Traditional Neighborhoods and maintain their original housing stock, but have experienced deteriorating housing conditions and disinvestment, usually with a notable amount of vacancy. Good foundation in need of care/investment	English Avenue, Oakland City
High Density Residential	Higher densities than Traditional Neighborhoods. 2-3 stories. Located along well-traveled and busy arterial streets that tend to discourage walking and biking	Pine Hills along Lenox Rd and north of Bufford Hway, Collier Road/Cross Creek Development
Suburban Area	Primarily developed since the 1970's. Residential single-family with larger lots. Auto-oriented, often gated, and rarely have their own identity	NPU P, NPU Q
Live Work	Historic, exclusively industrial areas starting to embrace a wider mix of uses. Often warehouses with some vacancies that are close together and front the sidewalk	Murphy Triangle, Huff Road, Candler Warehouse
3. Center		
Neighborhood Center	Central core of a Neighborhood. Concentration of activities at a walkable scale. Locally owned, community-serving retail in historic building stock	Little Five Points, East Atlanta Village, Cascade Heights
Town Center	Focal point of several neighborhoods with an auto-oriented concentration of activities such as big box retail, commercial, office, and institutional uses	Edgewood retail district, Greenbriar Mall, Lindbergh City Center
Regional Center	A large-scale concentration of regionally marketed commercial/retail centers, office/employment areas, and high density housing. Entertainment, cultural, and institutional uses. Large district with unique identity and sense of place	Midtown, Buckhead
Downtown	The symbolic center of the Atlanta region with a high concentration of regionally marketed commercial, employment, cultural, government, and institutional uses	Downtown Atlanta
4. Corridor		
Intown Corridor	The land on both sides of a wide, busy road that serves as an important arterial connection through the city but often as a barrier between neighborhoods. Useful to auto transportation, but often unattractive and unfriendly to pedestrians.	Ponce de Leon Avenue, Memorial Drive, Northside Drive
Redevelopment Corridor	The land on both sides of an busy arterial road where commercial development is scattered, declining, and in poor condition. Often automobile oriented, strip commercial centers with high vacancy	Donald Lee Hollowell Parkway, Jonesboro Road, Whitehall Street
5. Special Districts		
Industrial Areas	Areas primarily used in manufacturing, wholesale trade, distribution and construction. Play a significant role in the city's economy and are essential to sustain and support the needs of an urban environment	South Moreland Avenue, Armour Ottley Industrial District, South Side Industrial Park
Historic Areas	The 18 areas designated under the City of Atlanta's Historic Preservation Ordinance, which range from smaller conservation districts up to the most significant landmark districts	Cabbagetown, Hotel Row, Oakland Cemetery
Other/Institutional	Generally large areas with singular characteristics, such as an institutional use. Do not have the same development pattern as surrounding areas and have their own built character and land use needs. Often faced more inward that outward	Georgia Tech, Lakewood Fairgrounds, Georgia World Congress Center
Transit Oriented Development (TOD)	Future-planned dense developments around transit stations designed to maximize non-motorized access around the city and improve quality of life by promoting smart growth and revitalizing neighborhoods cores	The land within a half mile of the MARTA rail stations and Atlanta Streetcar stops

Comprehensive Development Plan
District 3 Character Areas

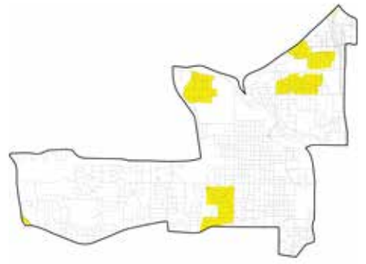


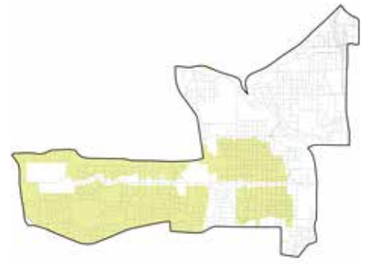
Legend

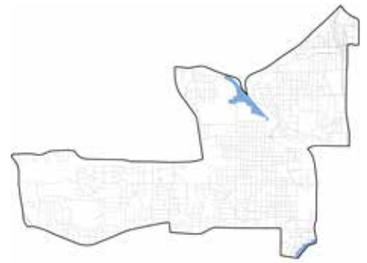
- Parks, Conservation, and Greenspace
- Traditional Neighborhood Existing
- Traditional Neighborhood Redevelopment
- High Density Residential
- Suburban Area
- Live Work
- Neighborhood Center
- Town Center
- Regional Activity Center
- Downtown
- Intown Corridor
- Redevelopment Corridor
- Industrial
- Historic
- Other/Institutional
- TOD

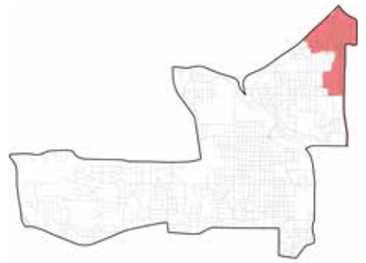
Comprehensive Development Plan
Character Areas within District 3

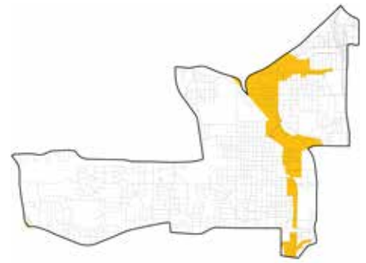
Parks, Conservation, and Greenspace

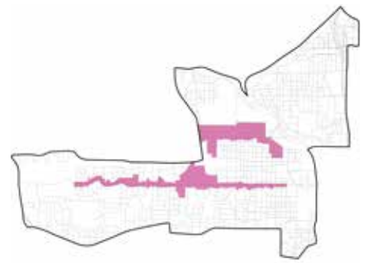

Traditional Neighborhood Existing

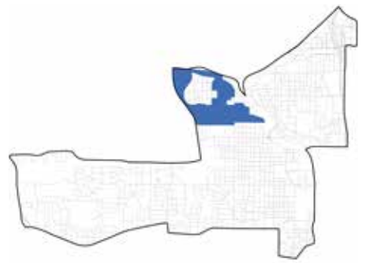

Traditional Neighborhood Redevelopment

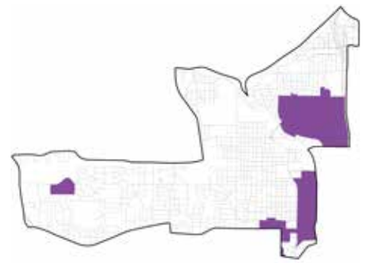

Live Work

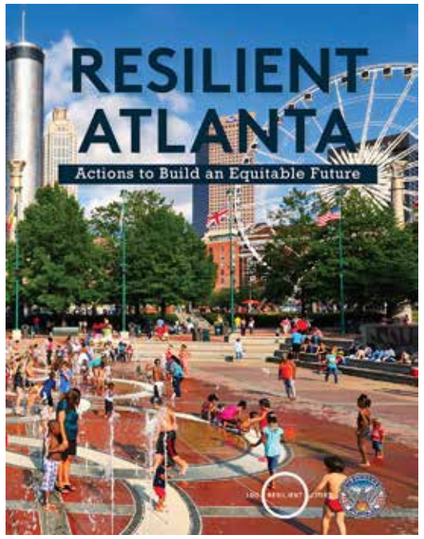

Regional Activity Center


Intown Corridor


Redevelopment Corridor


Industrial


Other/Institutional



Resilient Atlanta
100 Resilient Cities, 2017

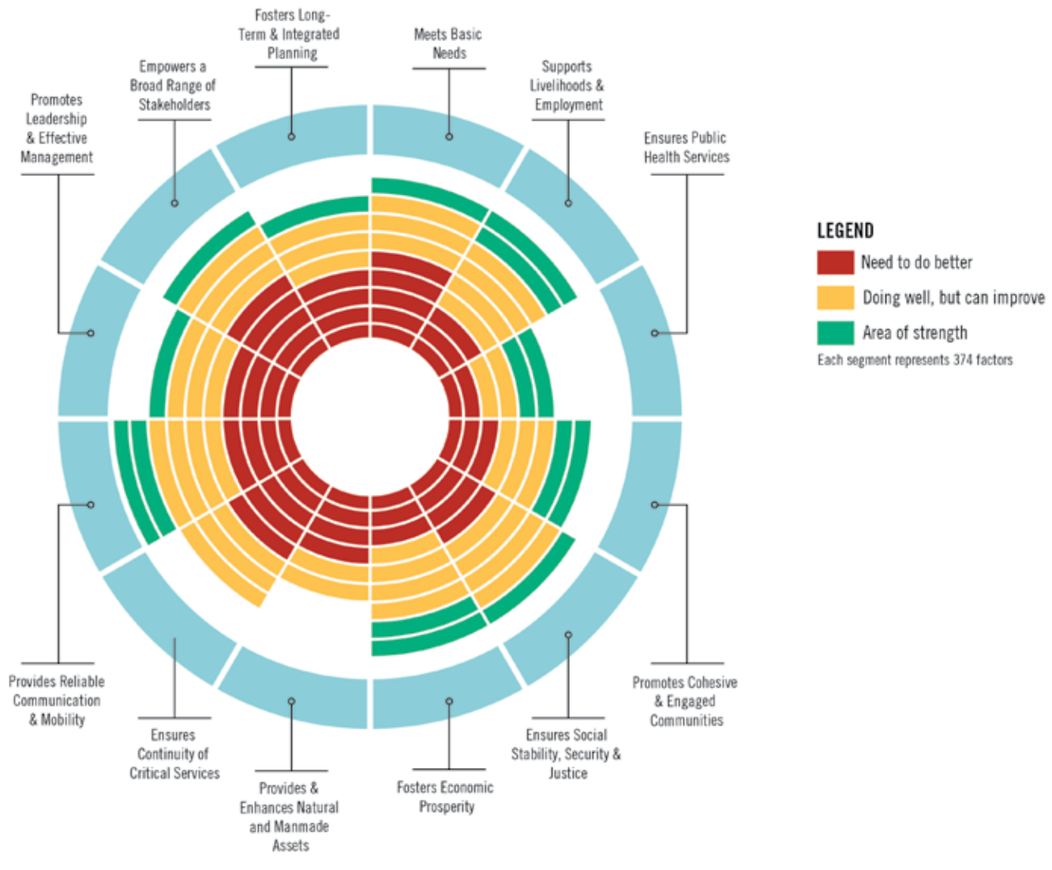
In 2016, Atlanta became a member of 100 Resilient Cities pioneered by the Rockefeller Foundation and focused on building resilience strategies to combat the physical, social, and economic challenges that cities face. The outcome of this effort was Resilient Atlanta, a comprehensive and actionable set of Visions, Targets, and Actions that addresses the region's most pressing stresses and seeks to build capacity among residents and city systems alike to better withstand future shocks. The Strategy is organized into four leading Visions, which reflect residents' and stakeholders' aspirations for Atlanta's future. These Visions can be seen on the following page.

The report's findings and responsive solutions cut across many categories, but a few big-picture trends were of note. Atlanta's success has led to an overtaxed transportation system, which causes traffic congestion and increases Vehicle-Miles-Traveled, introducing new challenges such as poor air quality and social cohesion. A lack of affordable transportation options also exacerbates growing inequality, impeding the city's neediest from access to food centers and economic opportunities. Resilient Atlanta provides support to these stresses and plans to mitigate the potential impact of resilience shocks such as infrastructure failure through the creation of an Emergency Preparedness and Management group consisting of 30 multidisciplinary stakeholders.

Resilient Atlanta is a "living document" that will adapt to align with priorities of subsequent Mayors, full updates that will occur every four years, and progress reports completed every fiscal year, making resilience planning not a simple plan but a way of life. Urban resilience helps create the beloved community we want to live – not just meeting our basic needs but helping us meet our full human potential.

VISION 1	**Preserve and Celebrate Who We Are**	Preserve and enhance Metro Atlanta's culture, shared identity, and history
VISION 2	**Enable All Metro Atlantans to Prosper**	Reduce the barriers preventing Atlantans from achieving economic stability and security to increase access and reduce income inequality
VISION 3	**Build Our Future City Today**	Facilitate the development of an equitable and inclusive city while preserving and expanding the natural environment
VISION 4	**Design Our Systems to Reflect Our Values**	Adapt Atlanta's civic systems to become a leader in equity, sustainability, and resilience

ATLANTANS' PERCEPTIONS BASED ON COMMUNITY ENGAGEMENT


Fosters Long-Term & Integrated Planning
Meets Basic Needs
Empowers a Broad Range of Stakeholders
Supports Livelihoods & Employment
Promotes Leadership & Effective Management
Ensures Public Health Services
Provides Reliable Communication & Mobility
Promotes Cohesive & Engaged Communities
Ensures Continuity of Critical Services
Ensures Social Stability, Security & Justice
Provides & Enhances Natural and Manmade Assets
Fosters Economic Prosperity
LEGEND
Need to do better
Doing well, but can improve
Area of strength
Each segment represents 374 factors

02

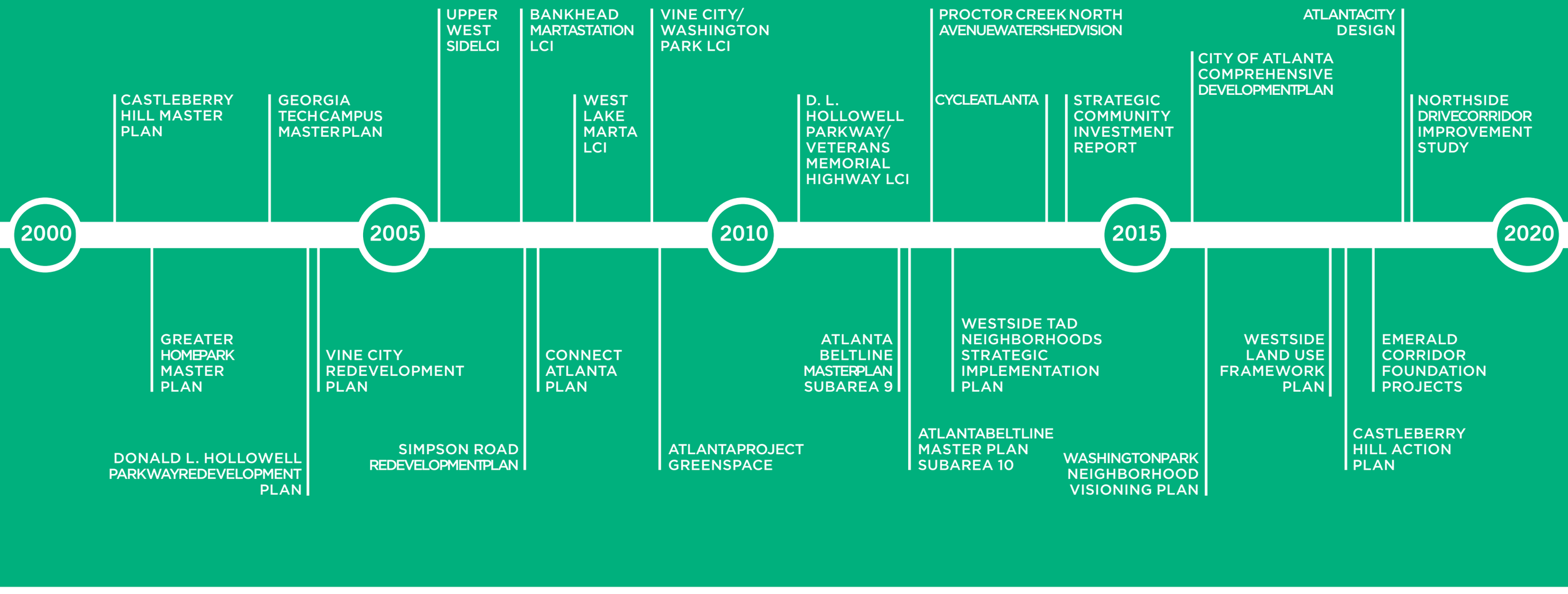
Many Voices. One Community.

What does the District look like today?

02.01 Existing Plans
02.02 Quality of Life: Existing Conditions

Previous Plans

A staggering number of plans have been produced for areas within District 3 in recent years. In places where investment was occurring, these ideas often provided direction for strategic growth, but in more stagnant areas, the plans may exist only as ideas for the future.


2000
2005
2010
2015
2020
CASTLEBERRY HILL MASTER PLAN
GEORGIA TECH CAMPUS MASTER PLAN
UPPER WEST SIDE LCI
BANKHEAD MARTA STATION LCI
WEST LAKE MARTA LCI
VINE CITY/ WASHINGTON PARK LCI
D. L. HOLLOWELL PARKWAY/ VETERANS MEMORIAL HIGHWAY LCI
PROCTOR CREEK NORTH AVENUE WATERSHED VISION
CYCLEATLANTA
STRATEGIC COMMUNITY INVESTMENT REPORT
CITY OF ATLANTA COMPREHENSIVE DEVELOPMENT PLAN
ATLANTA CITY DESIGN
NORTHSIDE DRIVE CORRIDOR IMPROVEMENT STUDY
GREATER HOMEPARK MASTER PLAN
DONALD L. HOLLOWELL PARKWAY REDEVELOPMENT PLAN
VINE CITY REDEVELOPMENT PLAN
SIMPSON ROAD REDEVELOPMENT PLAN
CONNECT ATLANTA PLAN
ATLANTA PROJECT GREENSPACE
ATLANTA BELTLINE MASTER PLAN SUBAREA 9
ATLANTA BELTLINE MASTER PLAN SUBAREA 10
WESTSIDE TAD NEIGHBORHOODS STRATEGIC IMPLEMENTATION PLAN
WASHINGTON PARK NEIGHBORHOOD VISIONING PLAN
WESTSIDE LAND USE FRAMEWORK PLAN
CASTLEBERRY HILL ACTION PLAN
EMERALD CORRIDOR FOUNDATION PROJECTS

Previous Plans

PLAN	YEAR	DESCRIPTION
Castleberry Hill Master Plan	2000	A project administered to develop improvement strategies that will tackle deterioration in existing buildings and sites, deficient street layout, patterns of vacant land, and environmental conditions detrimental to public health, safety and welfare.
Greater Home Park Master Plan	2002	The Greater Home Park Master Plan shows a vision of a community that is integrated, fully linked, and seamlessly connected to its environment. The Master Plan combines elements of urban design, open space, redevelopment opportunities, and physical connections.
D. L. Hollowell Parkway Redevelopment Plan	2004	Serve to guide public and private decision-making and investment along the corridor over the next 20 years with the intentions to protect and enhance the livability, character and economic vitality of this urban area while providing a means for guiding change over time.
Vine City Redevelopment Plan	2004	A strategic action plan for implementation which identifies opportunities, projects and partnerships consistent with the community's vision and focuses on community revitalization and citizen participation.
Georgia Tech Campus Master Plan	2004	The guiding principle for campus development. This "living document" is the identification of guidelines and parameters that inform future development and that are appropriately responsive to the internal and external influences that occur over time.
Upper Westside LCI	2005	A plan that provides a vision and strategies in housing, economic development, transportation, land use, zoning, urban design and real-estate development for the future of the area.
Bankhead MARTA Station LCI	2006	A plan to transform the area around the Bankhead MARTA Station into a transit-oriented neighborhood center with wide, tree-lined sidewalks, safe accessible open space, convenient transit service, safe and smooth traffic flow, human-scaled buildings, and neighborhood services within walking distance.
Simpson Road Redevelopment Plan	2006	The study area includes 4.2 miles of Simpson Road/Avenue from H.E. Holmes Boulevard to Northside Drive. Major activity nodes include: Joseph E. Lowery Boulevard, Beltline, Chappell Road and Westlake Avenue
West Lake MARTA LCI	2006	Strategy to develop a long-term vision promoting growth around the West Lake MARTA station and adjacent neighborhoods by promoting visual appeal, establishing a mix of land uses, preserving local identity, ensuring transportation options, improving safety, and supporting economic development.
Connect Atlanta Plan	2008	A comprehensive plan for Atlanta's transportation that focuses on providing balanced transportation choices, promote public health and safety, prepare for growth, maintain fiscal sustainability, strive for environmental sustainability, preserve neighborhoods, and create desirable places for all.
Vine City/Washington Park LCI	2009	A study focused on creating a long-term vision for linking transportation and land use around the Vine City and Ashby MARTA stations.
D. L. Hollowell Parkway / Veterans Memorial Highway LCI	2010	A study focused on developing comprehensive and creative solutions for future land use, walkable districts, transit options, enhanced connectivity, enhanced economic activity, green infrastructure, and implementation plans that promote high quality of life and create a sense of identity.
Atlanta BeltLine Subarea 9 Master Plan	2010	A master plan driven by the need to balance redevelopment planning with transportation mobility enhancements and land use intensities. Mobility goals include promoting alternative transportation, promoting transportation connectivity and preserving the character of the existing roadway network.
Atlanta BeltLine Subarea 10 Master Plan	2010	A master plan providing recommendations in the areas of land use, mobility and parks which will combine greenspace, trails, transit and new development along 22 miles of historic rail segments that encircle the urban core of the city.
Proctor Creek North Avenue Watershed Vision	2011	A vision to propose greenspace improvements that will provide capacity relief for the combined sewer system while offering a series of connected greenspaces as a community-wide amenity.
Cycle Atlanta	2013	A strategy to create a connected network of high-quality bike facilities in the core of the city while improving cycling conditions, expanding route options, and enhancing connections between neighborhoods, job centers, transit, attractions, shops, and restaurants, and other daily destinations.
Westside TAD Neighborhoods Strategic Implementation Plan	2013	A strategy to create a cohesive, sustainable vision for the Westside TAD Neighborhoods that will guide future redevelopment; and build human capital and increase job creation as an economic development strategy.
Strategic Community Investment Report	2013	A study documenting the conditions of Atlanta's residential properties, in order to highlight the strengths and weaknesses of the housing market at the neighborhood level, and to generate strategies to attract investment and development in areas where change can have the greatest positive impact.
Washington Park Neighborhood Visioning Plan	2015	The purpose of the Washington Park Neighborhood Visioning Plan is to develop a community-driven vision for the neighborhood that will serve as a guide for the improvement, redevelopment, and revitalization of the area.
City of Atlanta Comprehensive Development Plan	2016	A plan to bring together and address all aspects of community and economic functions with the objective of sustaining and improving these functions in the future.
Westside Land Use Framework Plan	2017	An actionable Land-Use Plan with development strategies for the English Avenue, Ashview Heights, Atlanta University Center, and Vine City neighborhoods.
Castleberry Hill Action Plan	2017	Review action items related to the goals and objectives discussed in the first community meeting, and prioritize the projects that are most important
Atlanta City Design	2017	The city-wide plan to enable high quality, sustainable, and equitable growth and development in Atlanta. The design envisions what Atlanta could look like decades from now. It will help guide future decisions on development as the city looks to accommodate a much larger population.
Northside Drive Corridor Improvement Study	2017	GDOT's evaluation of the Northside Drive corridor from I-20 to I-75 for potential improvements for mobility, safety, bike and pedestrian use, and access to local and regional public transportation. The set of solutions being explored includes intersection improvements and multimodal enhancements.

KNIGHT PARK/
HOWE
ION
Bankhead
KHEAD
ENGLISH
AVENUE

1. SAFETY — West Lake Cir NW
2. NON-ACCESSIBILITY TO SIDEWALKS
3. LACK OF EDUCATION (ABANDON SCHOOL)
4. No Sidewalks — Penelope Rd, Dr. Anderson Ave/Waterbury Lighting
5. NO SMALL BUSINESS SUPPORT
6. SAFETY (UNSAFE APPARTMENTS)
7. No elementary school
8. LACK OF COMMERCIAL GROCERY STORES (FOOD DESERT)
9. NO STORM WATER MANAGEMENT
10. SAFETY
11. Safety — NO Sidewalks — NO Adequet Lights
12. Safety
13. Crime — Safety — No Side Walks — Streets Need Paving lighting — Dixie Hills
14. Lights Street
15. Crime
16. Street conditions
17. Abandon Houses
18. The vine city area Needs more ubran growth things such as shopping and retail space
19. Police watch — No side walk — No play for Kids safety — NO Community Center — Senior Health Gym
20. This area in Dixie Hills Needs "new residential" development
21. The community needs internet service for Anderson Park
22. DRUGS
23. Drugs
24. Trash Dumping plot
25. Fuel prices too high in our general area. I must leave my sub area to afford gas, food, etc.
26. Sub Area 3 — Too Many boarding houses — No good shoppings or restaurants — Hunter Hills
27. Marietta St — Bad JR no sidewalks — no bike lanes and fast traffic
28. Don't like Parking At Atlantic Station
29. Not all Community members are utilizing what is available on ATLantic station
30. Blight + Abandoned homes in Sub Area 6 — English Ave
31. Transportation + lack of access area to English Ave — Narrow streets
32. The presence of police patrol is not good in the Hunter hill area.
33. We don't have a good Safe and convenience grocery store for the neighborhood. — Hunter Hills
34. Blight — Abandoned Multi-family Dwellings / Single Family Homes — Sub Area 1
35. SUBAREA 2 — Hunter Hills — THIS AREA HAS TOO MUCH ABANDONED PROPERTY I'VE BEEN CODE ENFORCEMENT & THEY HAVE BEEN HELPFUL BUT MORE VIGOROUS ENFORCEMENT NEEDS TO OCCUR
36. Lack of shopping opportunities — grocery, retail, healthy food options, restaurants — Hunter Hills
37. Howell Mill — traffic
38. NO GROCERIES / FRESH PRODUCE — NEED IN VINE CITY / ENGLEWOOD / HOMEPARK
39. Runoff Water not collected properly causing flooding — Bartholomew Ave
40. Corner of Boone + Bowen — loitering outside business + drugs + prostitution — Boone + Lowery
41. English Ave, Vine City, Fair Street — Blight, need for mental health counseling services needed for residents — or will they just be displaced when properties comes.
42. Trash Bins needed on corners. Trash on streets. Don't Litter signs needed — Ashby St and Chappell Rd
43. Need a Modern Cabbaseton — Walkable Farmers Markets Local Business Cafe's on Main Street Urban Farming — Hunter Hills
44. Power Maintance — Fairburn Corners
45. This area needs Rezone Revitalization + Spruce
46. Trash
47. MARIETTA ST. TRAFFIC IS TOO FAST + SIDEWALKS NEED TO BE BUFFERED
48. Excessive Permits No/Few small businesses leave bcuz = Vacant Lots all on Marietta
49. Can't walk easily to awesome Surrounding areas
50. SCHOOL ZONES TRANSPORTATION INFRASTRUCTURE (PUBLIC TRANSIT & VEHICULAR)
51. NEED TO ENCOURAGE LOCAL NEWS
52. West Rock trying to buy up property - EXISTING WH PROPERTY IS BLIGHTED
53. Commercial Real Estate Is Dead — No Pedestrians
54. What is the future of Jefferson place or regards to walkability in city of Atlanta
55. Keep Industrial area from encroaching on Residential

1. ACCESIBILITY TO TRANSIT
2. Public Transportation
3. Excellent CULTURAL EDUCATION
4. GREAT PARK
5. GREAT SCHOOL (EDUCATION) KIPP
6. Historic Community
7. Houses, school roads
8. Great place to live Convient to marta Close to downtown
9. GOOD NEIGHBORHOOD
10. Entertainment Clean Safe Open wifi
11. Technology Hub Open wifi
12. Vibrant Black Owned Small Businesses Lots of Activity
13. Atlanta Station — ↑ Walking traffic — ↑ New Visitors — ↑ Tourist — ↑ Restaurants
14. Dixie Hill Community Club
15. Available homes for Rent or Sale
16. Enjoy shopping Atlantic Station
17. My Family Live for the City Parks, New Grocery Walmart
18. Northside Drive have great eating places. The development is Wonderful.
19. Great movies for friendship Eleventh
20. Great variety in shopping and restaurants (Atlantic Station) Access to entertainment and events
21. Attempt — Great mix of uses, in addition to greenspace with opportunity for expansion
22. like convenience Movies Shopping Atlantic Station
23. Atlantic Station — Easy Accessible Nice Shops Nice Restaurants
24. Great In-town Locale — Access to Downtown + Midtown and Buckhead — English Ave
25. Great Architectural Legacy — English Ave
26. Sub-Area 2 — THE AREA OF MARIETTA ST HAS DEVELOPED INTO A GREAT NEIGHBORHOOD — MARIETTA ST / HOWELL MILL RD
27. Historically good working class Community — Do'n Different Americans — Sub Area 1
28. Howell Mill — development
29. Great capacity for increased density & future development of #10 Corridor — Sub Area 1
30. The Atlantic Station and Howell Mill area is a wonderful place to shop + visit. I would love to see Hunter Hill this good
31. Atlantic station offers a lot of shopping & eateries
32. RESTAURANTS, BARS, SHOPPING + NIGHTLIFE
33. EXCITING DEVELOPMENT OF THE NEW PARK, GREEN SPACE, OUTDOOR ACTIVITIES — Cook Park
34. Love the restaurants & shops! — Vibrant Pedestrians
35. Investment due to new stadium — ENGINE
36. Near 3 Expressways — Center Hill
37. 17th Street: This route is a source of pride, I commute this way to so I can see a beautiful, progressive area as I start my day. — Atlantic Station
38. Vine City - improved food Shopping along MLK.
39. VIBRANT PEDESTRIAN ACTIVITY DESPITE LACK OF INFRASTRUCTURE
40. Howell Mill Park
41. Town Home Hill — Preserve Back into a Beautiful Park
42. Really Great Boulevard Style Trees (would love to see in a New Development)
43. VIBRANT NIGHTLIFE + RESTAURANTS
44. Neighbors out on streets, getting to know each other !!
45. ADAPTIVE REUSE — CREATIVITY — GREEN SPACE — COMMUNITY GROWTH
46. Small businesses / Mixed use
47. GA TECH / MAKER SPACE
48. The Neighborhood is very family oriented and many neighbors know each other and associate with each other.
49. WANT MIXED USE W/ CONNECTIVITY AT A MINIMUM FOR WALK/BIKE
50. Great adaptive reuse development and makerspace / small business space

02.02

Quality of Life.

One process, eight lenses.

Recent work at a global scale has opened up social research by introducing quality of life or **“happiness”** into more conventional assessments of a place’s growth opportunities and challenges. In order to obtain a more complete picture of a place, it is important to not only use data analysis and conventional planning assessment tools, but it is crucial to understand how people interact with their physical environment and the effect that has on their quality of life. For example, perceived safety concerns in a particular neighborhood are as important to the planning process as real incidents of crime.

With this purpose, the planning team developed a planning language that would assess and communicate how the district’s most important building blocks — **it’s individuals and families** — feel about their lives and their surroundings in terms that they are comfortable.

The planning language constituted a set of criteria including eight umbrella categories that served as lenses through which an understanding of the district was made possible. The criteria included: Housing; Jobs; Education; Environment; Health; Safety; Community / Civic Engagement; and Mobility.

Housing: The condition and affordability of housing, the quality of neighborhoods in which residents live, and the ability to stay there in coming years.

Jobs / Income: Current employment and income as well as the ability of residents to attain and perform new roles effectively and match achieve their career aspirations.

Education: Educational attainment of residents, the performance of area schools, and continued learning for job preparedness.

Environment: The ability of residents to connect to open greenspace and an understanding of environmental concerns such as contamination or flooding in the district.

Health: How existing conditions contribute to health outcomes as well as residents’ access to medical services and healthy lifestyle options.

Safety: Recognition of current crime conditions and the perceptions of lack of safety within neighborhood.

Community / Civic Engagement: The sense of community promoted by civic entities, local culture, and public infrastructure.

Mobility: Transportation, physical connections, and the perceptions of accessibility to local amenities and other areas of greater Atlanta.

Gathering Information.

In order to best understand the quality of life in the district, it was important to collect information from a wide variety of sources. A broad net was cast to collect both the subjective personal accounts of current residents and stakeholders as well as objective data from authoritative sources.

Qualitative Data

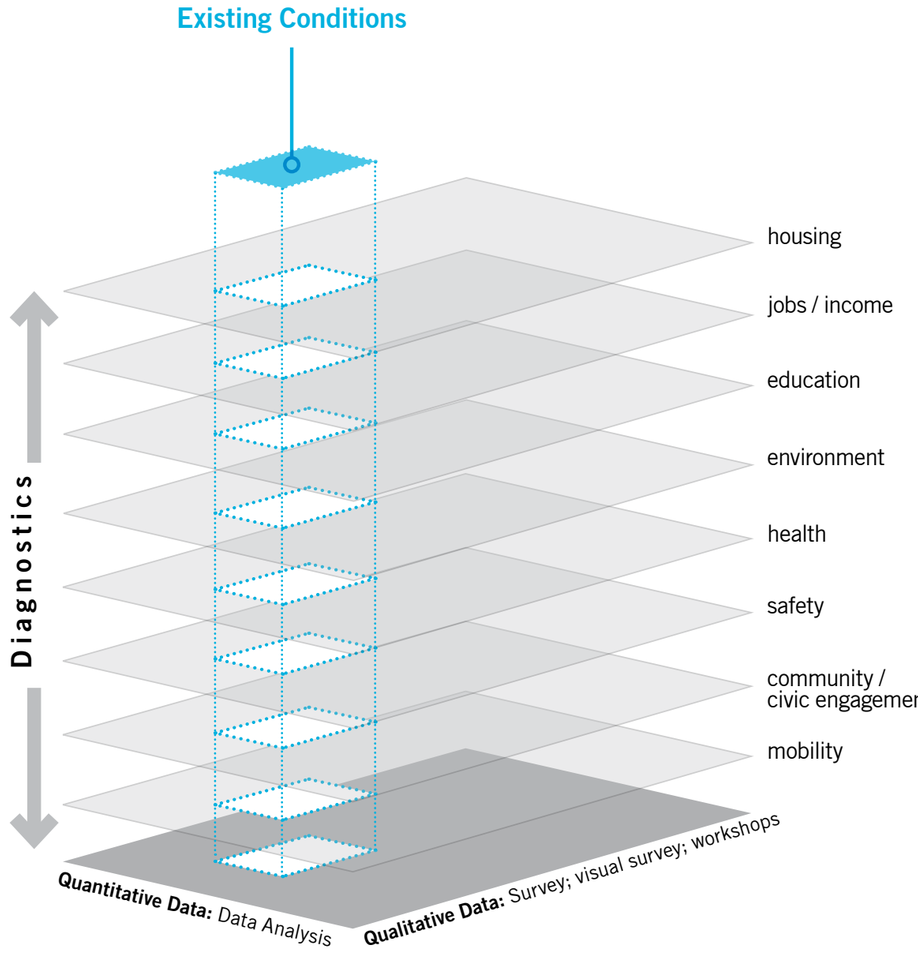
A number of efforts sought to engage community residents and invite their opinions. Chief to this work was a district-wide survey to which nearly 150 residents responded. In addition, thirteen public meetings were held in which workshop activities focused on connecting with residents and chronicling their experiences within the district.

Quantitative Data

The objective data collection centered on third-party documented information. Relevant statistics were added into a geographic information systems (GIS) application, which allowed for the creation of layered maps of the district. Additionally, a market analysis and transportation analysis were performed in order to grasp the many forces at play within the district.

The wealth of knowledge collected by these means painted an expansive picture of the district both as a whole and as a sum of many unique parts. The goal of this work was not an exact or precise audit of the area, but instead, a robust and well-rounded understanding of area, acknowledging the fact that many different people with different views call this place home.

The eight themes then provided a framework through which more specific analysis could be carried out on unique neighborhood or planning areas, as illustrated in the following image. This graphic conveys how one site may be seen in detail through these many lenses, while the following two pages list the exhaustive data sources that contributed to this rich understanding.



THE ROBUST INFORMATION FACTORED INTO THE QUALITY OF LIFE ANALYSIS

HOUSING

QUANTITATIVE

- **Data Analysis**
  - Affordability
  - Housing Condition
  - Vacancy Rates
- **Residential Market Analysis**

QUALITATIVE

- **Survey**
  - How satisfied are you with the affordability of your home?
  - How satisfied are you with the condition of your neighborhood?
  - How able are you to make improvements to your home?
  - How stable do you feel in your current housing situation?
- **Visual Survey**
- **Community Feedback**

JOBS / INCOME

QUANTITATIVE

- **Data Analysis**
  - Unemployment Rate
  - Household Income
  - Children in Poverty
  - Employment in Professional and Technical Roles
- **Market Analysis**

QUALITATIVE

- **Survey**
  - How prepared do you feel to perform your job?
  - How often do you work 50 or more hours per week?
- **Visual Survey**
- **Community Feedback**

EDUCATION

QUANTITATIVE

- **Data Analysis**
  - Education Attainment
  - Kindergarten Readiness
  - Technical Education
- **Commercial Market Analysis**

QUALITATIVE

- **Survey**
  - How would you rate the early childhood facilities in your area?
  - How engaged are you with your local elementary / middle school?
  - Please rate your child's college and career preparedness.
- **Visual Survey**
- **Community Feedback**

ENVIRONMENT

QUANTITATIVE

- **Data Analysis**
  - Parks / Open Space
  - Impervious Surface
  - Tree Coverage

QUALITATIVE

- **Survey**
  - How convenient is it for you to connect with parks/open space?
  - How satisfied are you with your local parks?
  - How concerned are you about environmental issues in your neighborhood?
  - How often do you recycle?
- **Visual Survey**
- **Community Feedback**

HEALTH

QUANTITATIVE

- **Data Analysis**
  - Life Expectancy
  - Health Behavior
  - Access to Healthcare
  - Food Deserts

QUALITATIVE

- **Survey**
  - Please rate your overall health.
  - How do you feel your living conditions affect your health?
  - How convenient is it for you to buy healthy food?
  - How easy is visiting a clinic?
  - How accessible is exercise equipment and infrastructure?
- **Visual Survey**
- **Community Feedback**

SAFETY

QUANTITATIVE

- **Data Analysis**
  - Crime
  - Automobile Crashes

QUALITATIVE

- **Survey**
  - How safe do you feel biking or walking on your neighborhood streets?
  - How safe do you feel walking around your neighborhood at night?
  - How do you feel your neighborhood stacks up against the rest of the city in terms of crime?
- **Visual Survey**
- **Community Feedback**

COMMUNITY / CIVIC ENGAGEMENT

QUANTITATIVE

- **Data Analysis**
  - Access to Community Facilities / Amenities
  - Parks / Open Space
  - Historic and Cultural Landmarks

QUALITATIVE

- **Survey**
  - How satisfied are you with the services and amenities offered in District 3?
  - How often do you participate in your neighborhood's civic?
  - How often do you feel lonely or isolated in your neighborhood?
  - How connected do you feel to your neighbors and others in your nearby community?
- **Visual Survey**
- **Community Feedback**

MOBILITY

QUANTITATIVE

- **Data Analysis**
  - Automobile Crash Data
  - Sidewalk Inventory
  - Capacity Analysis
- **District-wide Transportation Analysis**

QUALITATIVE

- **Survey**
  - How do you access services and amenities, and how do you commute to work?
  - How convenient is it for you to access your job by means other than driving?
  - How would you rate the condition of transportation infrastructure in District 3?
- **Visual Survey**
- **Community Feedback**

What the community said

Areas of concern:

Presence of blighted and abandoned homes

Significant homelessness

Increasing property values

Little to no code enforcement

Industrial/commercial areas encroaching on residential

Need for residential development to infill neighborhoods

Areas of strength/opportunity:

Housing stock with historic significance

Great capacity for increased density

Availability of homes for rent and sale

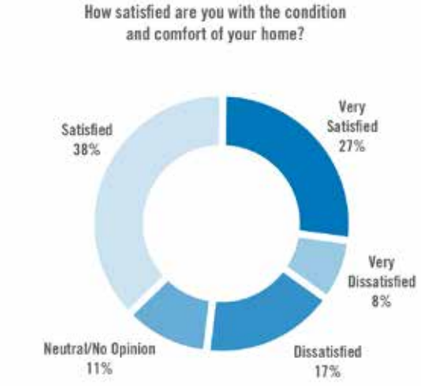
Housing
Existing Conditions in District 3

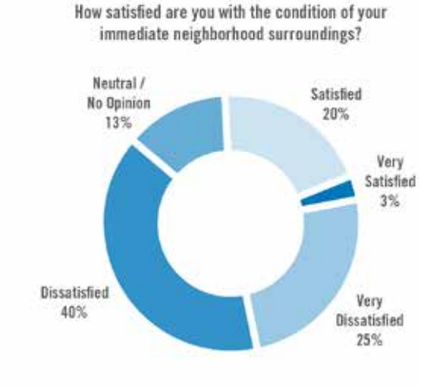
District 3 has a wide range of housing options: loft housing in Castleberry Hill, student housing at Georgia Tech, high rises in Midtown and Atlantic Station, mutli-family along Howell Mill and single family homes in traditional neighborhoods. Yet the growing affordability crisis in Atlanta is affecting the Westside in a variety of ways. Some of the most heated discussions around stadium construction center on the threat of gentrification and the poor condition of housing. However, there is also a tacit acknowledgement of the potential gentrification of more remote neighborhoods like Dixie Hills in the lack of investment in existing residential properties, likely due to speculation. In some ways, the Westside is an opportunity for unencumbered housing development that can absorb some of Atlanta's projected growth; and while this may have positive physical outcomes, it is unintentionally depressing the housing market while investors wait for the wave of escalation to travel around the BeltLine.

There are internal disparities in the quality, affordability and tenure of low-density housing across the district, as well as the attitudes of homeowners toward urban multifamily development. For example, multifamily encroachment and student housing are major concerns for Home Park stakeholders, while residents of far west neighborhoods would welcome the same type of projects in certain areas. Historic preservation is a key issue for Washington Park and to a lesser degree West Lake, but there is a recognition that attracting potential first-time homeowners is equally, if not more, important. Most critically, deteriorating or abandoned garden-style apartment complexes are depressing investment in single-family neighborhoods along the Joseph E. Boone corridor.

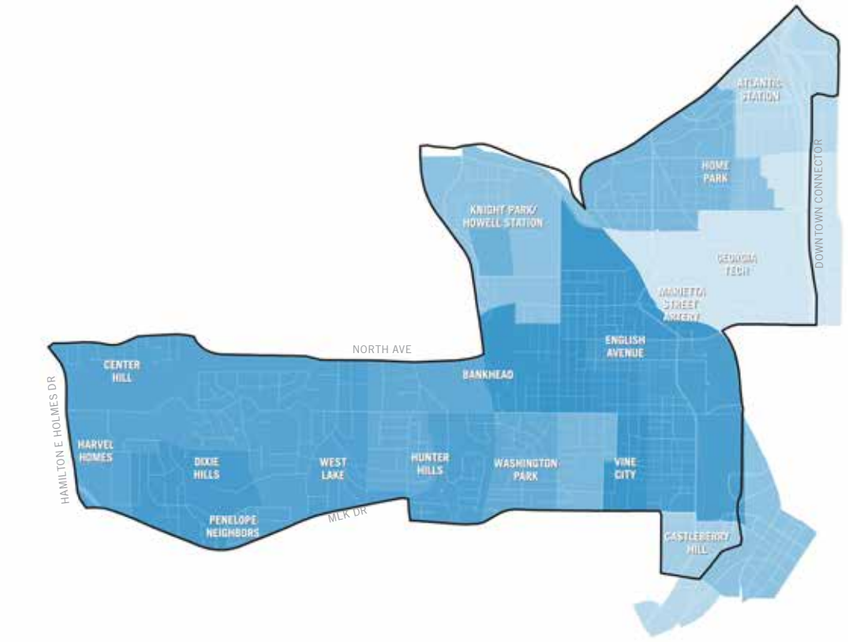
Community Survey Highlights:

Respondents were generally content with their own home, but had great concerns about their neighborhood on the whole.


How satisfied are you with the condition and comfort of your home?
Very Satisfied 27%
Very Dissatisfied 8%
Dissatisfied 17%
Neutral/No Opinion 11%
Satisfied 38%


How satisfied are you with the condition of your immediate neighborhood surroundings?
Satisfied 20%
Very Satisfied 3%
Very Dissatisfied 25%
Dissatisfied 40%
Neutral / No Opinion 13%

What the data shows: In Aggregate



Less Desirable — **More Desirable**

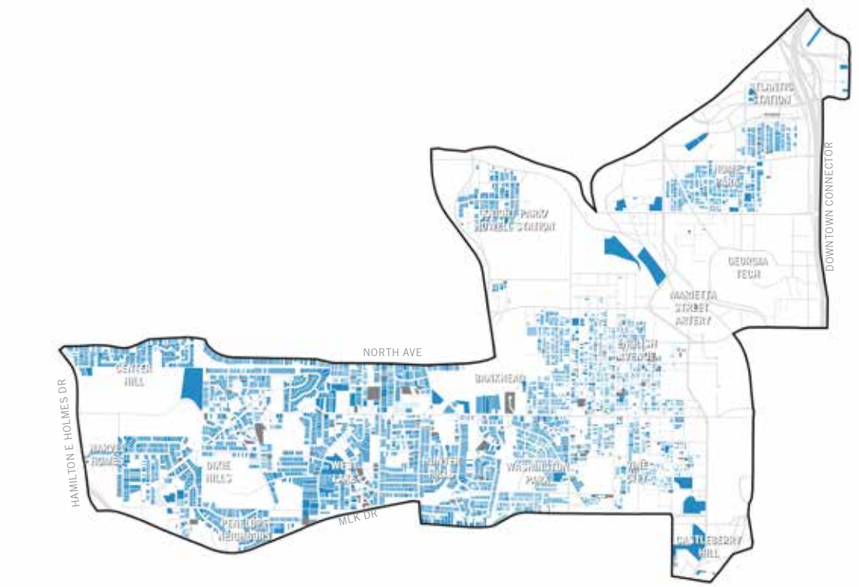
Poor Housing Condition — *Better Housing Condition*

Poor Housing Value — *Better Housing Value*

Data Highlights:

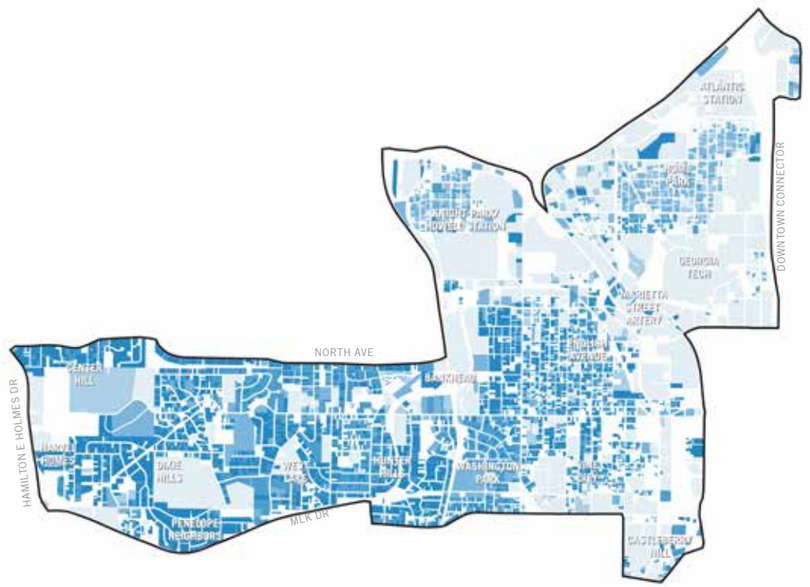
- The English Ave Neighborhood has a large number of houses rated as poor and deteriorated, as well as the most variation in housing condition in one area.
- The West Lake and Hunter Hills neighborhoods has the largest portion of houses rated as good and fair.
- A majority of the single family housing west of downtown Atlanta is valued at $100,000 or less.
- Nearly half of renters in D3 are paying rent that is 35% or more of the household income while only 19.2% of D3 homeowners are paying more than 35% of household income on housing

What the data shows: Housing Condition



- No Structure / Not Visible
- Good
- Fair
- Poor
- Deteriorated

What the data shows: Housing Value



- $20.00 - $7,440.00
- $7,440.01 - $19,560.00
- $19,560.01 - $51,280.00
- $51,280.01 - $90,680.00
- $90,680.01 - $117,014,400.00

What the community said

Areas of concern:

Lack of support to small businesses to thrive

Lack of small, local, affordable businesses in close proximity

Need more urban growth to create jobs

Need resources like internet to support employment opportunities

Areas of strength/opportunity:

Great adaptive reuse properties that allow for the creation of jobs

Georgia Tech is making a way for maker spaces

Investment coming with stadium

Vibrant, black owned businesses

Technology hubs as potential for new businesses

Housing stock with historic significance

Great capacity for increased density

Availability of homes for rent and sale

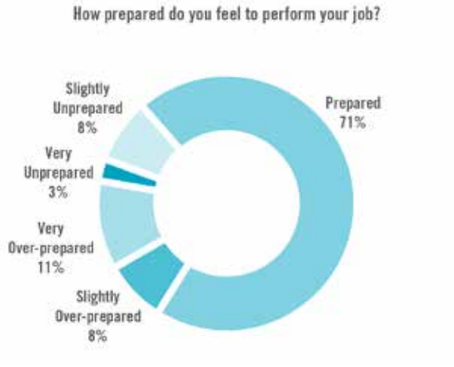
Jobs
Existing Conditions in District 3

Early industry in District 3 connected to the railroads, which converged on Downtown from all directions. In fact, heavy industry dominated the northwest rail corridor, from Atlantic Steel on the far north to the Union Stock Yards and Exposition Cotton Mills further west, providing manufacturing jobs that supported much of the area's housing. By 1915, warehouses and light manufacturing buildings filled Castleberry Hill, following the construction of a spur line east of and parallel to Nelson and Walker Streets. Two of the nation's largest meatpacking companies, Swift & Company and Kingan & Company, were located there. However, starting in the 1970s, global industrial restructuring hit the Westside hard, leaving only a handful of businesses that continued to provide opportunities for blue-collar jobs. More recently, some of the old industrial sites like Northyards and Puritan Mill redeveloped as tech hubs. This trend shows signs of increasing as Atlanta is actively growing its tech economy, and Georgia Tech accelerates its investment in the Westside.

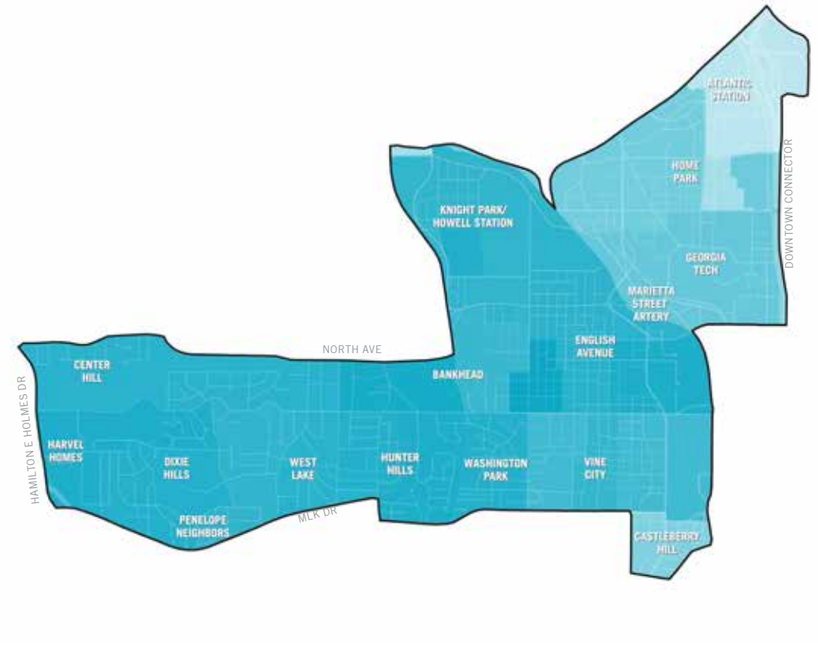
The railroad corridor, which in the past served to unite District 3 around jobs, has now become a socioeconomic dividing line, with the neighborhoods west of Northside Drive seeing unemployment rates up to 35% against significantly lower unemployment in Home Park / West Midtown. Many of the jobs in the district are concentrated in Atlantic Station, Georgia Tech and Midtown. There is a significant gap in professionals and tech workers on the west as well. Some of the disparity could be attributed to a greater concentration of seniors, but much of it correlates with levels of poverty or lower education.

Community Survey Highlights:

Respondents felt very prepared for their jobs and expressed a great deal of work-life balance, but many said that good jobs were not in the area where they lived.



What the data shows: In Aggregate



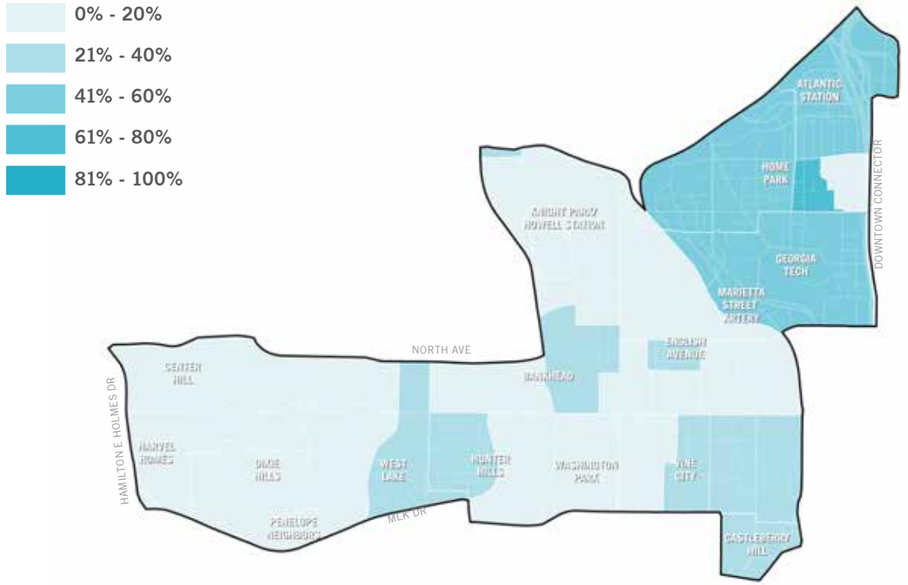
Less Desirable
High Unemployment Rate
Many Children in Poverty
Few Professional/Tech Jobs

More Desirable
Low Unemployment Rate
Few Children in Poverty
Many Professional/Tech Jobs

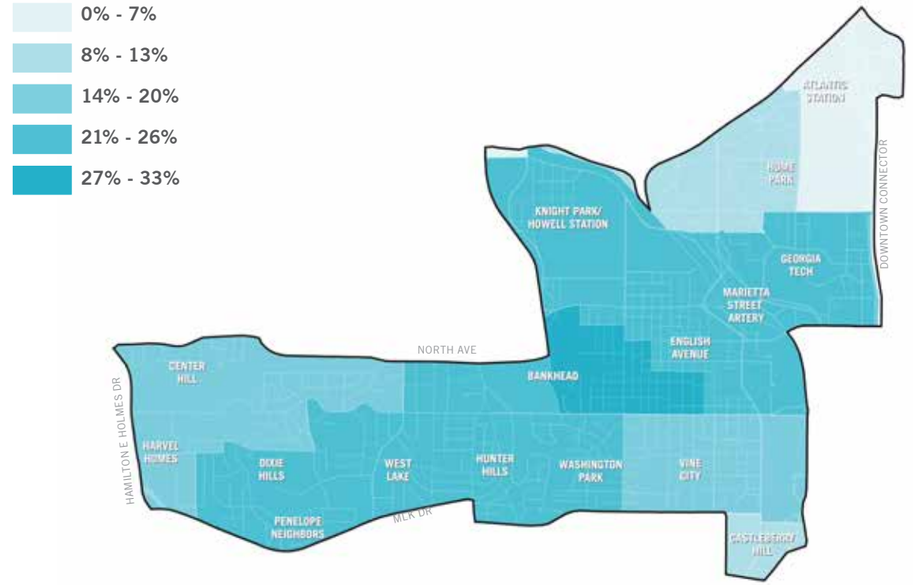
Data Highlights:

- District 3's unemployment rate is between 0% and 35% with a majority of the census blocks falling in the 16% - 25% range.
- The highest rates of unemployment (31%-35%) is found in the Bankhead and English Avenue neighborhoods while the lowest (10% or lower) rates are found closest to downtown in the Atlantic Station neighborhood.
- English Avenue Neighborhood has 80%-100% of children living in poverty (100-120 children approximately). In contrast, the four census block groups closest to downtown in the Atlantic Station and Home Park neighborhoods have no children living in poverty.
- West of Georgia Tech and Downtown Atlanta, less than 30% of the workforce is employed in a technology or professional field.

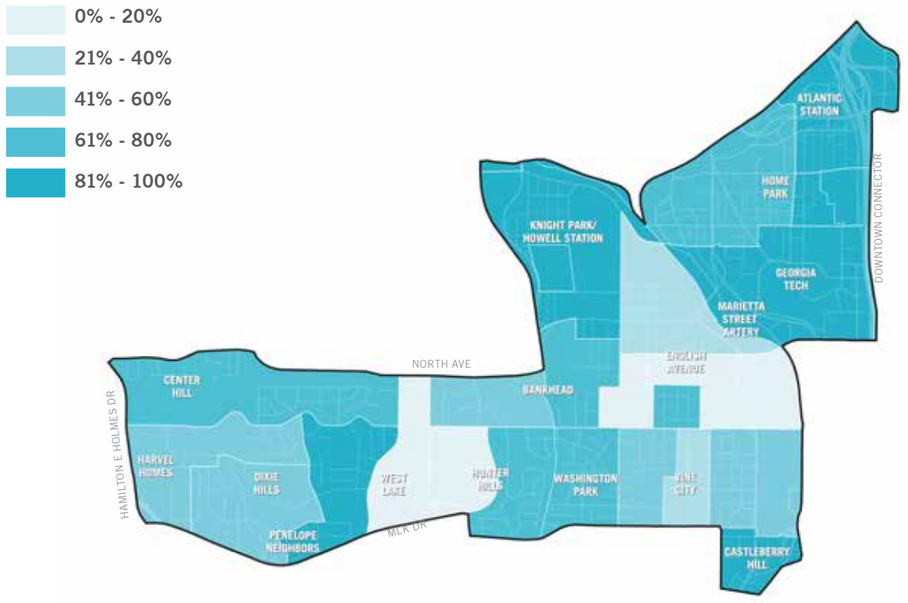
What the data shows: Professional / Tech Jobs



What the data shows: Unemployment Rate



What the data shows: Percent Children in Poverty



What the community said

Areas of concern:

Lack of educational support

Abandoned schools

Areas without elementary schools

Educational investment not matching commercial investments

Areas of strength/opportunity:

Some really good schools

Excellent cultural education

Schools that are in close proximity to residences

AUC is a great education resource

Georgia Tech a premier educational institution in the district plays a major role in attracting and incubating jobs in the district

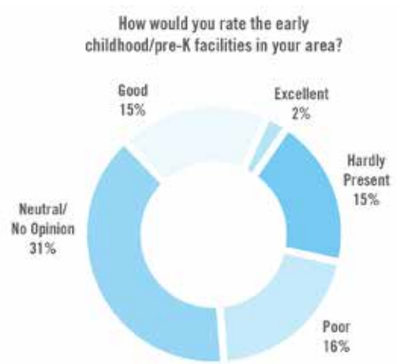
Education
Existing Conditions in District 3

District 3 is home to numerous educational institutions, from traditional public schools to charter schools to a topped ranked research institution. Within public primary and secondary schools, poor performance has been an issue for many years. Some of this is a result of a long period of adjustment since desegregation, which left the system with redundant schools in close proximity, taxing the district's resources. Years of APS facilities planning and school consolidations led some area schools to convert to charters (KIPP, Kindezi). Since the 2011 CRCT investigation, or standardized test cheating investigation, APS has made wholesale changes under its Turnaround Strategy that have affected the operation of some District 3 schools and closed others. APS's intent is to convert to a charter system, which will affect some remaining elementary schools like F. L. Stanton.

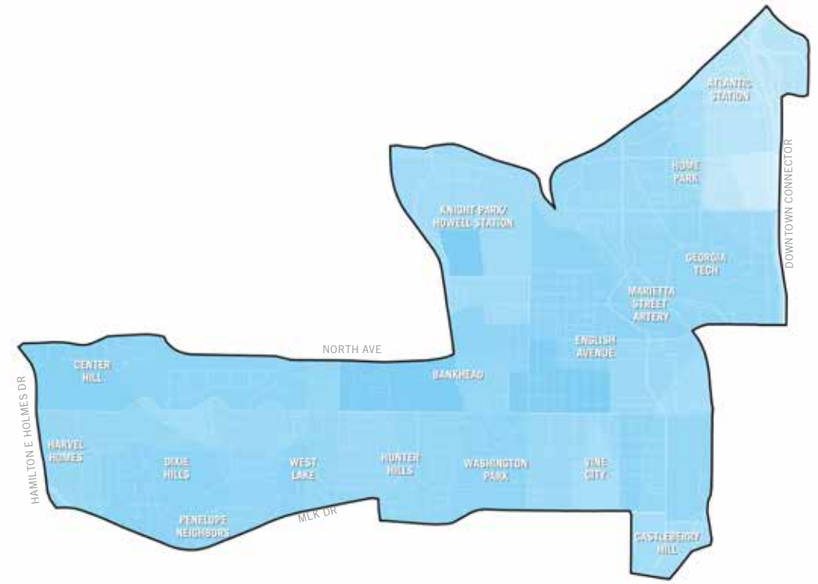
Educational attainment in District 3 roughly tracks with APS zones, with higher college attainment aligned with the desirable Grady High School cluster and lower attainment with Washington and Douglas. While part of the story is the broad influence of urban poverty, localized conditions like distressed public housing also factor into poor performance. The Atlanta Housing Authority is completing the process of redeveloping District 3's public housing sites, which like redundant schools, left portions of the district with higher than average concentrations of chronically poor. An interesting educational development in District 3 is the transformation of middle schools into academies. Kennedy has reopened as a STEM academy with the involvement of Georgia Tech. B.E.S.T. is undergoing a similar transformation into the John Lewis Invictus Academy.

Community Survey Highlights:

Respondents seemed to think areas schools could improve, but despite this, residents expressed that they were rather involved with their children's schooling.


How would you rate the early childhood/pre-K facilities in your area?
Good 15%
Excellent 2%
Hardly Present 15%
Neutral/ No Opinion 31%
Poor 16%

What the data shows: In Aggregate



Less Desirable — **More Desirable**

Low Kindergarten Readiness — *High Kindergarten Readiness*

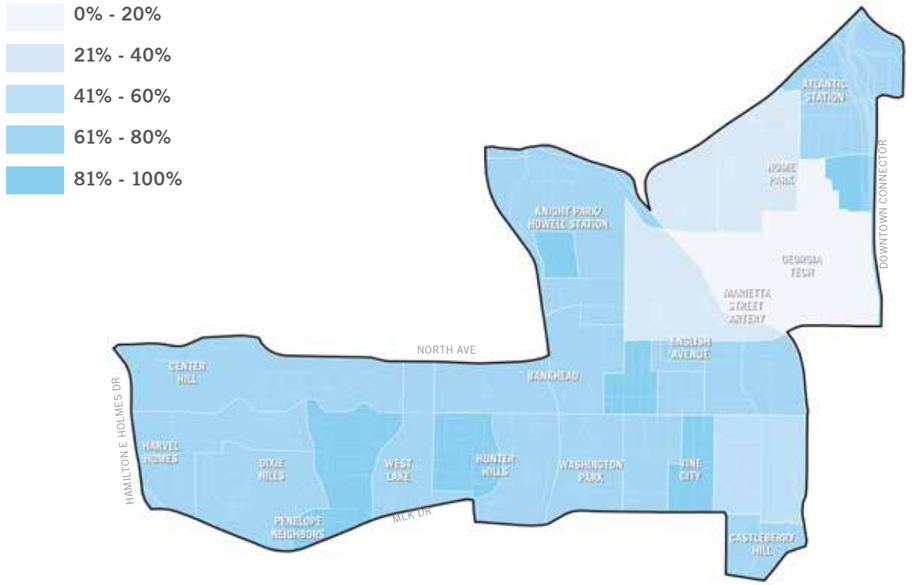
Low Educational Attainment — *High Educational Attainment*

Low Proximity to Libraries — *High Proximity to Libraries*

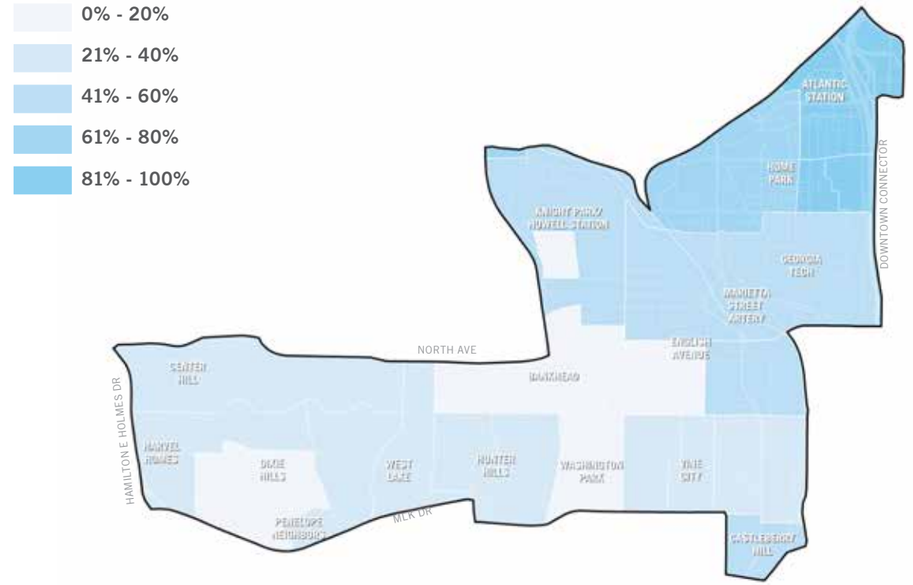
Data Highlights:

- Almost half of the 24 census block groups within District 3 have 25% of their adults holding a college or professional degree and 1 census block group in the English Avenue Neighborhood has only 1%.
- The closer to Downtown Atlanta, the higher the percentage of adults holding a college or professional degree.
- 19 of the 24 census block groups has Pre-K attendance of 60% or higher and 1 census block group located in the middle of Knight Park/Howell Station has 98% Pre-K attendance.
- The lowest Pre-K attendance was located in the Home Park and English Avenue neighborhoods.

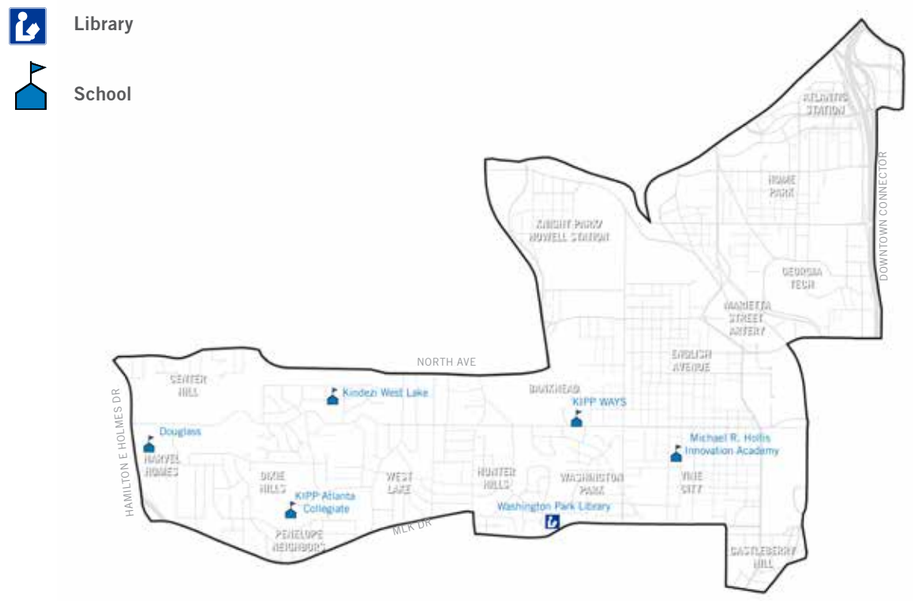
What the data shows: Kindergarten Readiness



What the data shows: College or Professional Degree Attainment



What the data shows: Library and School Facilities



What the community said

Areas of concern:

Better stormwater management needed. Runoff water not collected properly causing flooding

Bankhead and English Avenue have issues with trash dumping

Trash bins needed on corners

Areas of strength/opportunity:

Creative retention ponds

Hemphill reservoirs as potential new beautiful park

Great new investments in parks

Potential of Westside Quarry

Great views of the city and sunrise

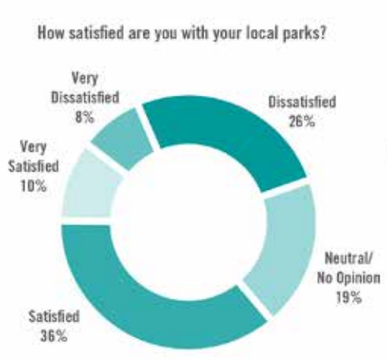
Environment
Existing Conditions in District 3

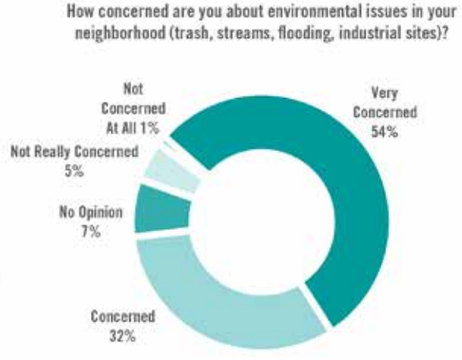
District 3 contains the headwaters of Proctor Creek, one of the four major Atlanta watersheds and one of its most impacted. The pollution in the creek, largely the result of combined sewer overflows, became such an issue that it not only was part of Atlanta's first consent decree, but also was included in the EPA's Urban Waters Federal Partnership in 2013. Since then, the grassroots activism of the Proctor Creek Stewardship Council and partners, along with the Emerald Corridor Foundation, have made the restoration of Proctor Creek one of the most important environmental priorities the city is undertaking. Many locations along the headwaters are planned for daylighting and naturalization, including the ambitious Rodney Cook Sr. Park in Vine City.

In addition to Proctor Creek, one of the distinguishing natural assets of District 3 is its exceptional tree cover, which increases from east to west. This canopy is not only present in some of the district's larger parks, but in many neighborhoods west of Joseph E. Lowery Boulevard - and especially where these neighborhoods contain Proctor Creek tributaries. The former estate of Walter Aiken is one of those instances where a large tract of wooded private land makes District 3 feel like it was in the Appalachian foothills. However, the areas east of Lowery are dominated by impervious surfaces with the exception of Home Park and the Georgia Tech campus.

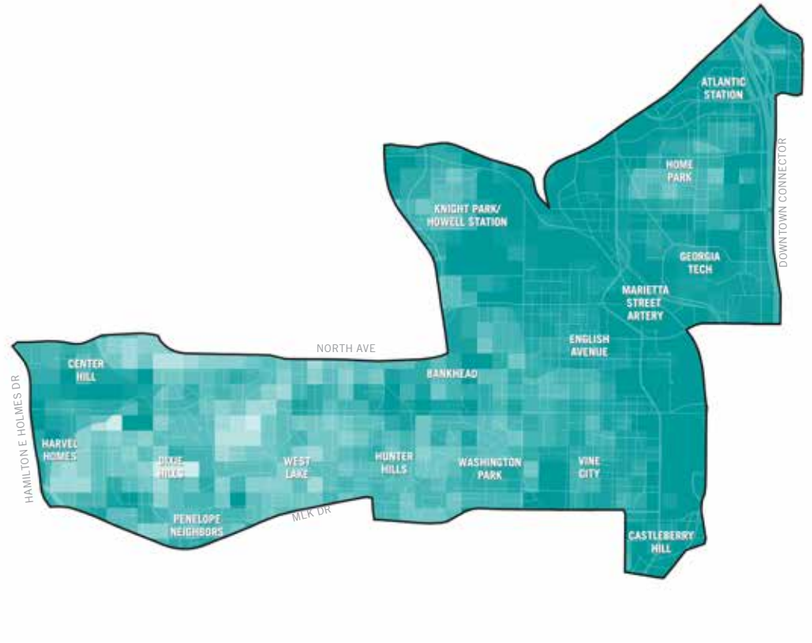
Community Survey Highlights:

Respondents were happy with the number of parks and the more natural setting of D3 but expressed grave concerns and worry about environmental issues/threats.




How concerned are you about environmental issues in your neighborhood (trash, streams, flooding, industrial sites)?
Not Concerned At All 1%
Very Concerned 54%
Not Really Concerned 5%
No Opinion 7%
Concerned 32%

What the data shows: In Aggregate



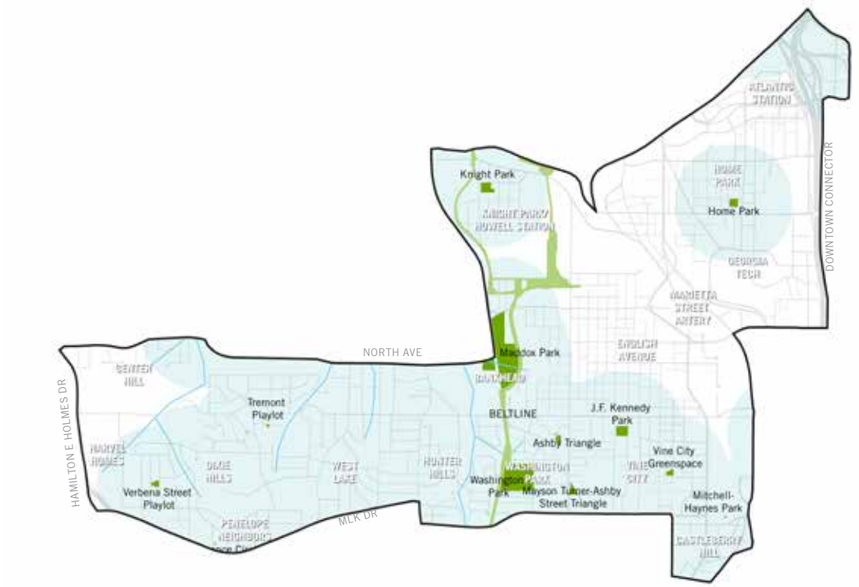
Less Desirable
Low Proximity to Parks
Little Tree Coverage

More Desirable
High Proximity to Parks
Substantial Tree Coverage

Data Highlights:

- Tree coverage exists throughout the single family neighborhoods, contributing to a very natural, park-like feeling in most of the neighborhoods
- In contrast, the areas along the rail corridor with former industrial roots are either still functioning industrial settings or they have become more dense, mixed use areas, all of which have significantly less tree coverage.
- Parks are rather amply spread throughout the district, with very sizable greenspace on the western side of District 3. The eastern side was previously not home to as many parks, but the construction of the BeltLine and Westside Reservoir Park will bring significant green footprints in the area.
- The areas around the rail corridor will still lack notable parks.

What the data shows: Proximity to Parks



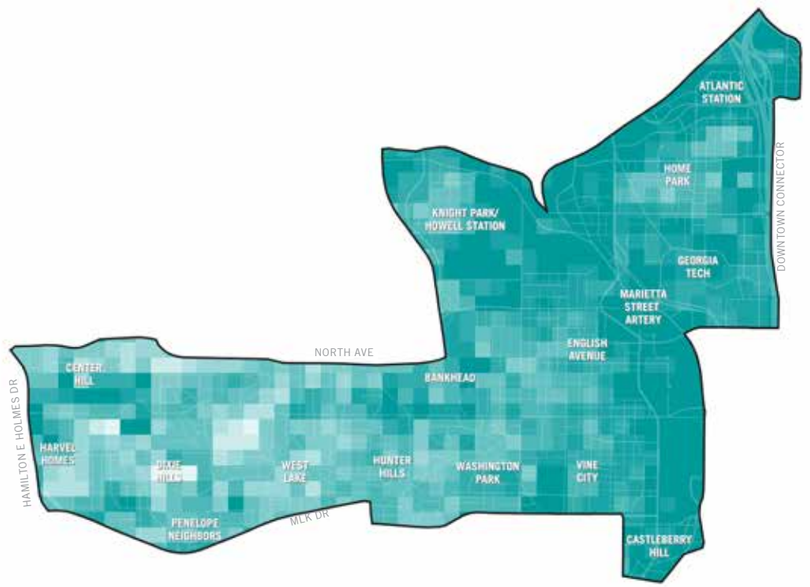
Park Buffer

Park

Beltline

Stream

What the data shows: Tree Coverage



More Impervious Surface
Little Tree Coverage

Less Impervious Surface
Substantial Tree Coverage

What the community said

Areas of concern:

Lack of grocery stores; no fresh produce

Need senior fitness centers

Drug problems

Homelessness and mental health issues

Mold/mildew and health hazards

Areas of strength/opportunity:

Grocery in Atlantic Station

Piedmont Clinic as great service

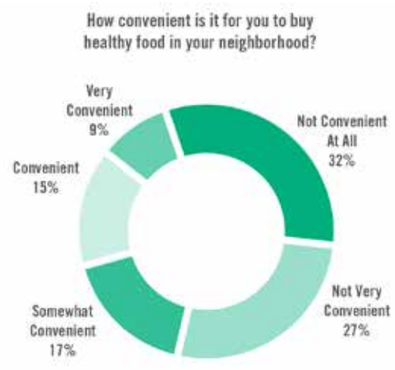
Health
Existing Conditions in District 3

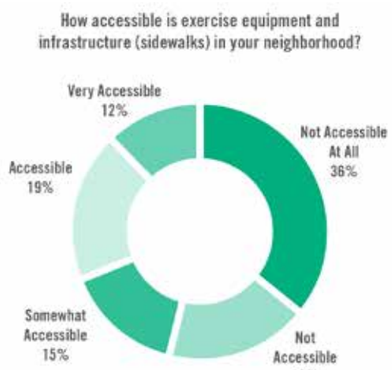
The discourse on community health has moved from acute care and clinics, to the concept of "population health", preventative practices like nutrition education, and wellness. A portion of District 3 still does not have convenient access to commercial sources of fresh, wholesome food. The Walmart in Vine City and the Atlantic Station Publix provide access, and many social entrepreneurs such as __ in the District are changing the food access landscape through community farms and gardens, mobile markets, food rescue programs, and other innovative ideas. The Mayor's Office of Resilience is supporting and sharpening these efforts through Aglanta, the city's first urban agriculture clearinghouse. The Atlanta Housing Authority is also collaborating with the city to create a local food ecosystem plan for the Choice Neighborhood area in Vine City and Ashview Heights. The key projects contained in Aglanta and Choice will help District 3 and the Westside lead the region in demonstrating the community revitalization potential of local food production.

District 3 also has a range of clinical facilities ranging from health centers associated with hospitals like Grady and Emory, to Fulton County health facilities and clinics tied to nonprofit organizations. With the exception of the far western end of Joseph E. Boone Boulevard, there are generally few places in District 3 where a health clinic is not available within walking distance or a short drive from every neighborhood. However, neighborhoods west of Joseph E. Lowery Boulevard generally have lower rates of insurance coverage than other District 3 areas, and fewer health center choices that can cover a range of family medical issues.

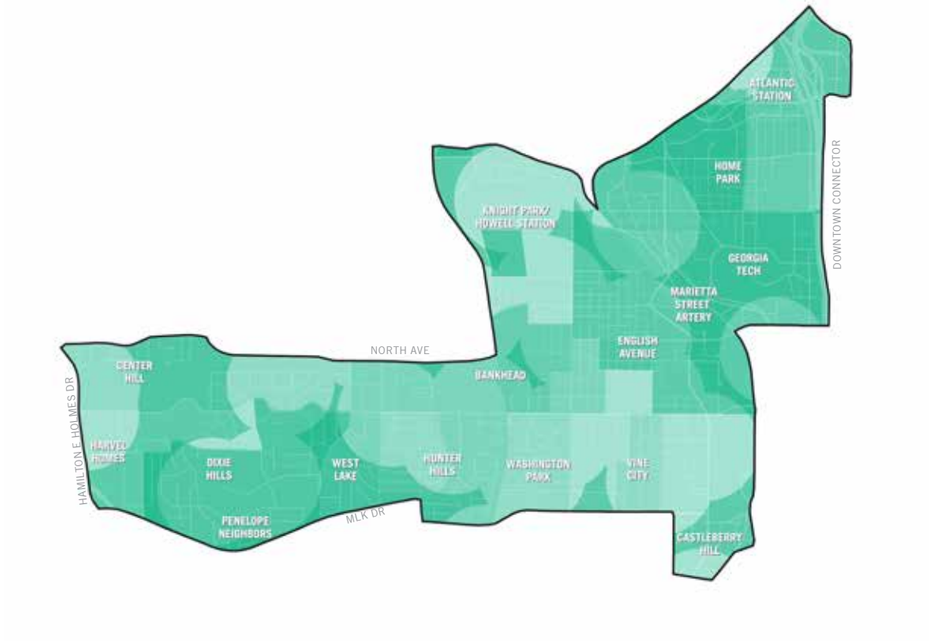
Community Survey Highlights:

Respondents felt they had relatively good health but felt that their neighborhood did not support or contribute to that health in any way.


How convenient is it for you to buy healthy food in your neighborhood?
Very Convenient 9%
Not Convenient At All 32%
Convenient 15%
Not Very Convenient 27%
Somewhat Convenient 17%


How accessible is exercise equipment and infrastructure (sidewalks) in your neighborhood?
Very Accessible 12%
Not Accessible At All 36%
Accessible 19%
Somewhat Accessible 15%
Not Accessible 18%

What the data shows: In Aggregate



Less Desirable — **More Desirable**

Low Access to Community Gardens — *High Access to Community Gardens*

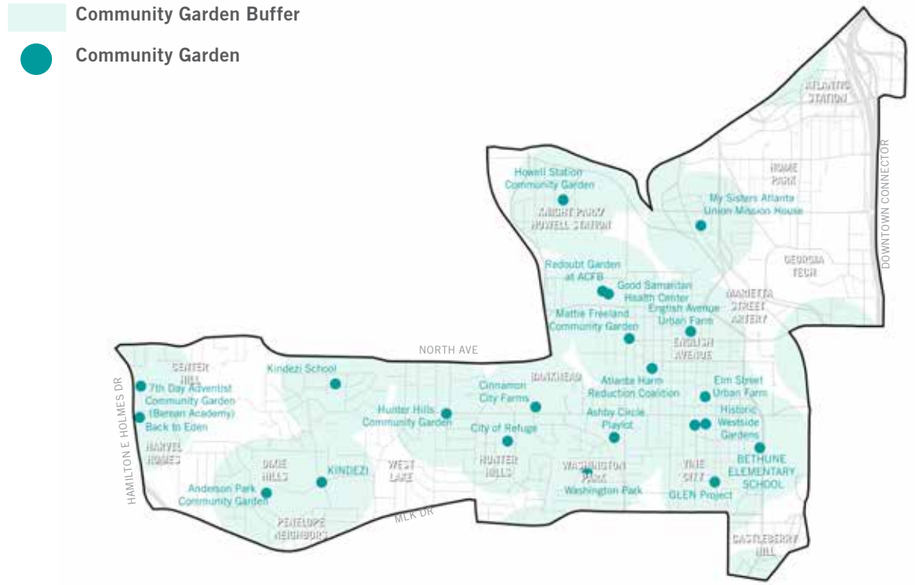
Low Access to Food — *High Access to Food*

Little Health Insurance Coverage — *Substantial Health Insurance Coverage*

Data Highlights:

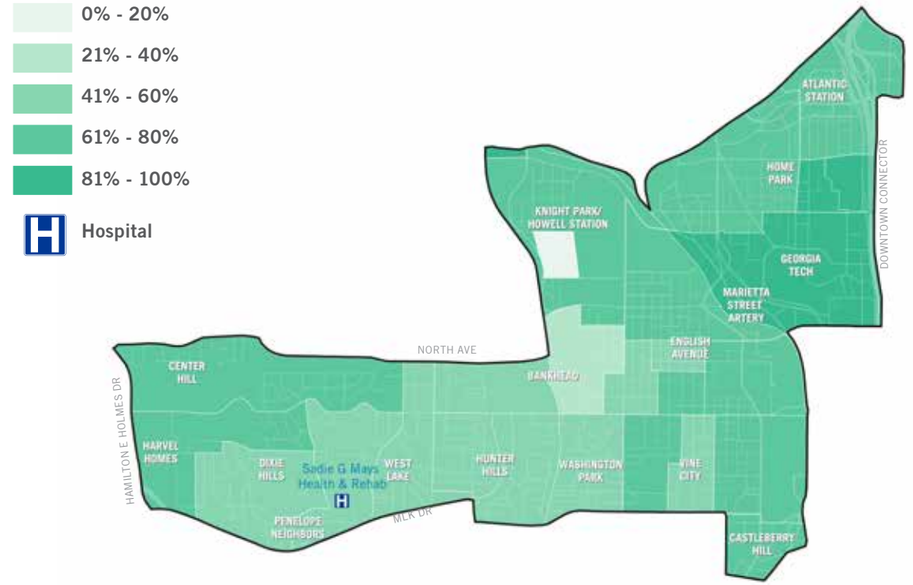
- More than 90% of Georgia Tech and Home Park residents have health insurance, while less than 50% of the residents in the middle of the district-- closer to Hunter Hills and Bankhead-- have coverage.
- In the other respects, residents in the middle of the district near Washington Park and Vine City have the more desirable health conditions, as a significant number of community gardens and food providers have sprung up in recent years.
- The district contains more than 22 community gardens with a high concentration in the central neighborhoods between West Lake and English Avenue.
- Residents living in the areas surrounding Dixie Hills and the Marietta Street Artery have low access to food and must drive to reach fresh food options.

What the data shows: Community Gardens

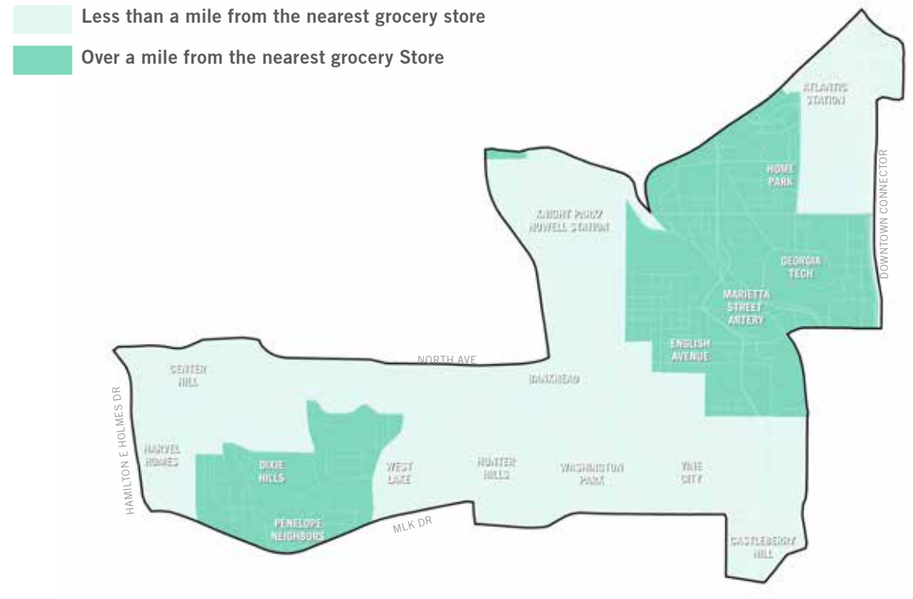


What the data shows: Convenience and Grocery Stores

What the data shows: Helath Insurance Status



What the data shows: Food Access



What the community said

Areas of concern:

Unsafe apartment complexes

Lack of adequate street lighting

Crime and lack of police watch

Lack of safe play areas for children

Several areas of ‘no man’s land’

Loitering outside businesses, drugs, and prostitution. Boone and Lowery intersection

Areas of strength/opportunity:

Georgia Tech is a good partner in providing police presence

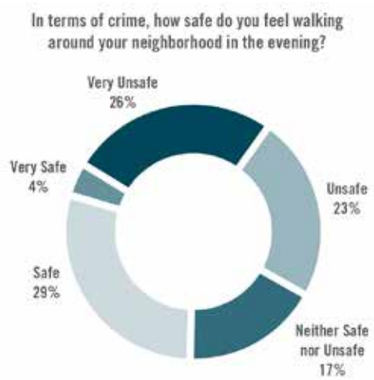
Safety
Existing Conditions in District 3

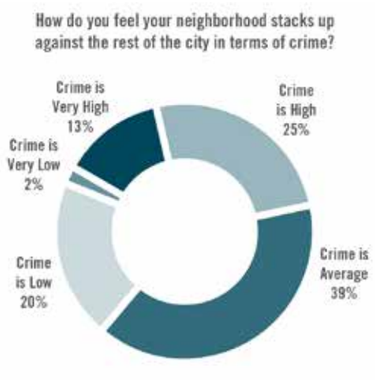
Crime and safety are issues in any community. District 3 is no different. Residents in District 3 feel unsafe in their community. This unease exists not just at night, but at all times of the day and for all communities. Crime reports show incidents reports throughout the district. However, crime is concentrated along corridors and commercial areas. The Atlanta Police Department has partnered with Georgia Tech to increase safety in the areas around its campus.

English Avenue in particular has long been known in the area as a hot spot of criminal activity. Until recently, English Avenue was a prime location in the Atlanta metro area for heroin sales. While steps have been made in English Avenue and Vine City to curb criminal activity, such as with the Weed and Seed program, there are still improvements to be made.

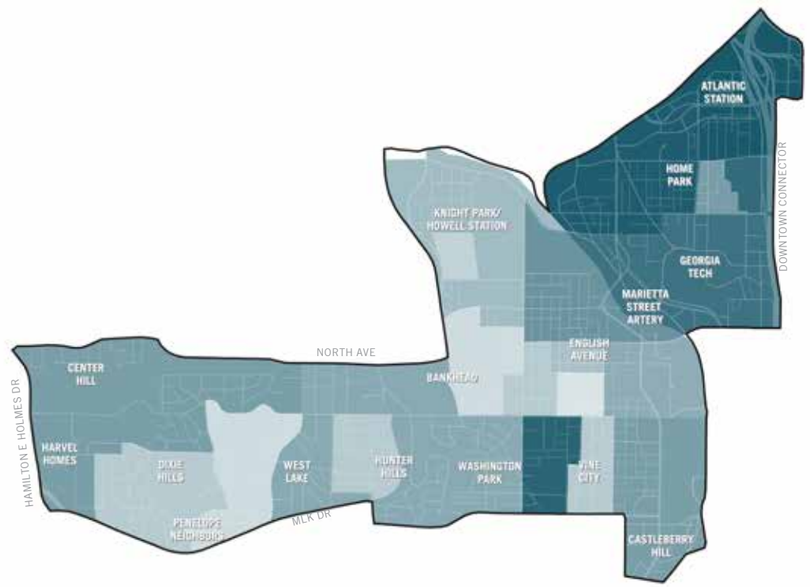
Community Survey Highlights:

Respondents felt unsafe in their areas at most times, whether that was unsafe walking/ sidewalks conditions or simply being outdoors during the evening.


In terms of crime, how safe do you feel walking around your neighborhood in the evening?
Very Unsafe 26%
Unsafe 23%
Neither Safe nor Unsafe 17%
Safe 29%
Very Safe 4%


How do you feel your neighborhood stacks up against the rest of the city in terms of crime?
Crime is Very High 13%
Crime is High 25%
Crime is Very Low 2%
Crime is Low 20%
Crime is Average 39%

What the data shows: In Aggregate



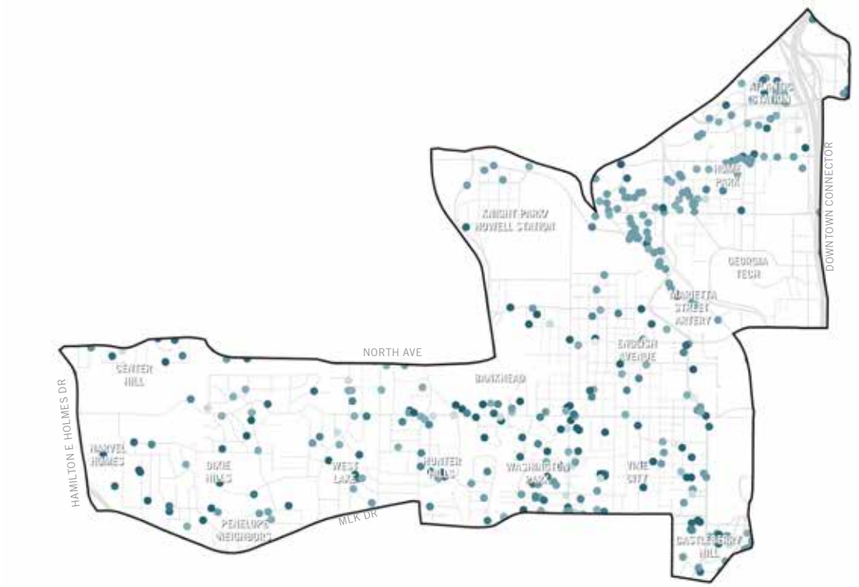
Less Desirable
High Number of Crime Incidents
High Number of Crashes

More Desirable
Low Number of Crime Incidents
Low Number of Crashes

Data Highlights:

- During 2016, a total of 2,930 crime incidents were reported within the district.
- While crime incidences spread across the whole district, large clusters exist along commercial corridors and commercial areas. In the northern part of the district, Atlantic Station and Marietta Street/Howell Mill and in the southern part of the district the area around Washington Park/Vine City/English Avenue attracts criminal activity.
- The Marietta Street/Howell Mill Atlantic Station cluster has a higher concentration of incidents but consists of crimes such as auto break ins and theft, while Washington Park/Vine City/English Avenue has less criminal activity but more serious offenses, such as aggravated assault and homicide.

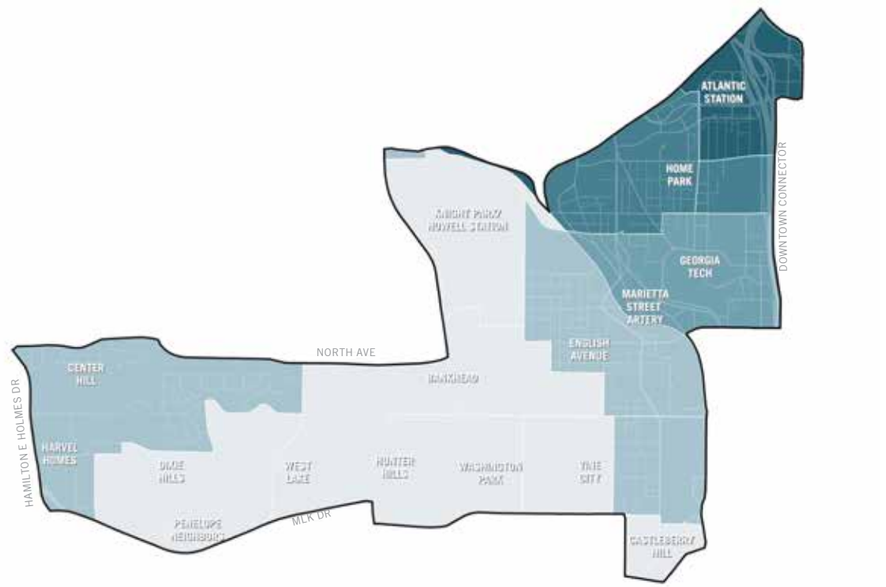
What the data shows: Crime Incidents 2017



TYPE OF CRIME

- AGG ASSAULT
- AUTO THEFT
- BURGLARY-NONRES
- BURGLARY-RESIDENCE
- HOMICIDE
- LARCENY-FROM VEHICLE
- LARCENY-NON VEHICLE
- RAPE
- ROBBERY-COMMERCIAL
- ROBBERY-PEDESTRIAN
- ROBBERY-RESIDENCE

What the data shows: Crashes



- 38 - 608
- 609 - 1254
- 1255 - 2100
- 2101 - 3265
- 3266 - 5106

What the community said

Areas of concern:

Lack of community centers or communal activity hubs. No mixed-use shopping/restaurants district to create sense of community.

Abandoned properties creating holes in community fabric

Displacement

Unrestrained development/ speculation creeping into existing neighborhoods

Areas of strength/opportunity:

This area has not realized its cultural significance

Historic communities and historic legacy

Healthy, vibrant neighborhoods

Entertainment and nightlife adding unique cultural elements

African American district and black owned businesses

Community/Civic Engagement
Existing Conditions in District 3

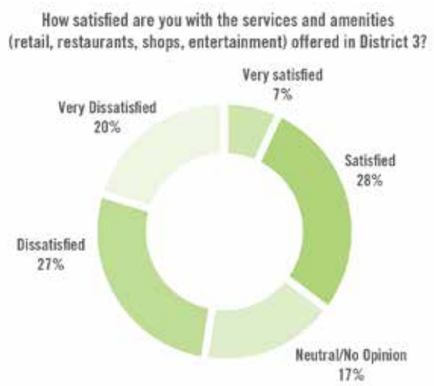
Community engagement is critical in building the strength of a district. While today there are digital community centers like the website Nextdoor and other neighborhood websites, nothing can replace a physical space for gathering with neighbors.

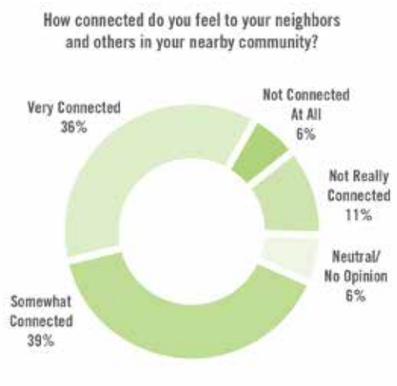
Neighborhoods such as English Avenue have a number of churches which sometimes will serve the function of community gathering points. Churches can be cultural touchpoints in a community, and some churches organize community events and sponsor amenities like neighborhood gardens.

Schools, park buildings, and venues such as The Gathering Spot are also used for community meetings throughout the city. District 3-wide meetings have been held at Puritan Mills and the Georgia World Congress Center.

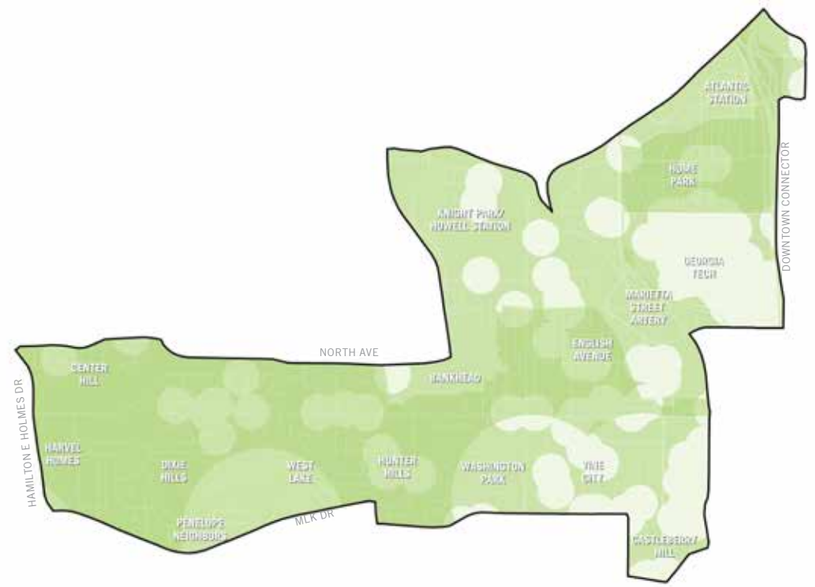
Community Survey Highlights:

Respondents felt connected to their community, in spite of their feelings that the area provides very few community-supportive amenities.


How satisfied are you with the services and amenities (retail, restaurants, shops, entertainment) offered in District 3?
Very satisfied 7%
Satisfied 28%
Neutral/No Opinion 17%
Dissatisfied 27%
Very Dissatisfied 20%


How connected do you feel to your neighbors and others in your nearby community?
Very Connected 35%
Not Connected At All 6%
Not Really Connected 11%
Neutral/ No Opinion 6%
Somewhat Connected 39%

What the data shows: In Aggregate



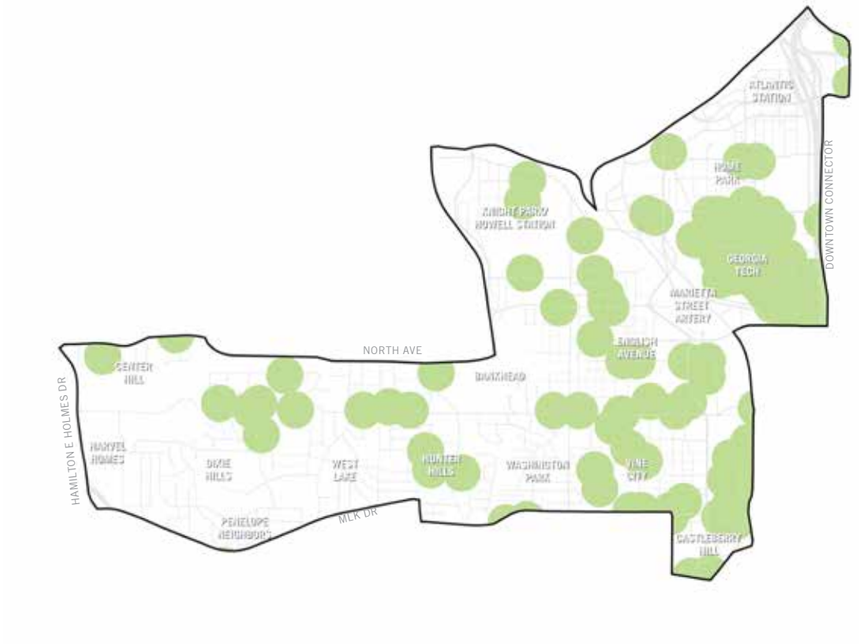
Less Desirable
Low Number of Activity Centers
Few Points of Interest

More Desirable
High Number of Activity Centers
Many Points of Interest

Data Highlights:

- "Activity centers" are those places in which a large, diverse mix of uses has created a busy and dynamic destination in which a number of people come to live, work, and/or play.
- Activity centers are much more prevalent on the eastern side of the district, where large corridors like Northside Drive, North Avenue, Marietta/West Marietta Street, and the interstates create an audience.
- The older neighborhoods of the district as well as Georgia Tech contain a large number of "points of interest," a category which includes smaller, individual sites around which communities often gather. This includes entities such as historic sites, churches, parks, libraries, post offices, historic buildings, schools, recreation centers, and other civic functions.
- The newer, more spread out, western portions of the district were built on suburban development patterns. Schools exist on major arterial roads without other community-supporting functions nearby.

What the data shows: Points of Interest



Points of Interest

What the data shows: Activity Centers

Activity Centers

What the community said

Areas of concern:

Poor sidewalks and pedestrian network. No bike lanes and subpar street conditions

Traffic congestions on major corridors

Large divides between the “haves” and “have nots”

Poorly maintained railroad crossing

Unsafe walking/biking conditions. Fast traffic and few pedestrian crossings

Unrestrained development kills neighborhoods with traffic

Areas of strength/opportunity:

Great accessibility to public transit

Great proximity to major hubs (Downtown, GT, AUC, GWCC, stadiums)

Great walkability / Great ‘in town’ location

Mobility
Existing Conditions in District 3

The District has a network of local and state roads, has several MARTA stations and is served by numerous bus routes. The Renew Atlanta program includes several transportation projects currently under development.

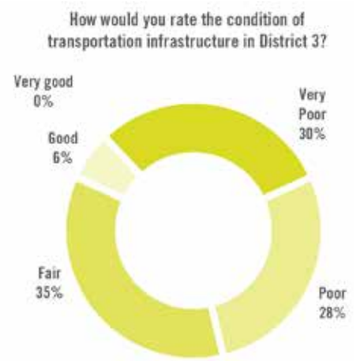
The installation of new streetscapes in tandem with other open space and transportation projects can make the subarea a place that reduces dependency on single occupancy vehicles. For example, installation of Complete Streets and new streetscapes provide a great opportunity for the city to install bike lanes, pedestrian infrastructure, permeable pavements, and green infrastructure.

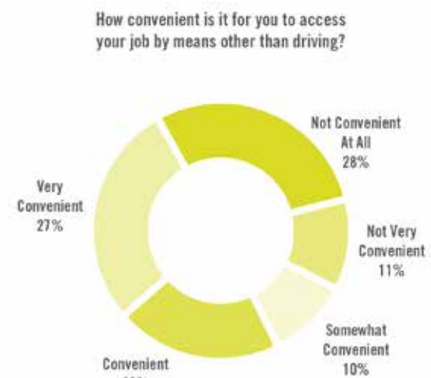
There are ample opportunities to bridge the gap for last mile bicycle and pedestrian connections to HE Holmes and West Lake MARTA stations. Sidewalk reconstruction should be prioritized along highly utilized roads in the subarea, such as Joseph E Boone and Anderson Rd. Sidewalk connectivity and intersection density should be increased near areas of high pedestrian activity, such as MARTA Stations. The increase of intersection density will also allow for an increase in last mile connectivity.

There is only one corridor with existing bicycle facilities. With analysis of crash data and the vulnerability of cyclists and pedestrians, previous proposed plans for bicycle facilities should be included to ensure the safety of cyclists and drivers, especially with the addition of Relay Bike Share in the fabric of the District. Proposed locations would be the Hamilton E Holmes MARTA Station, West Lake MARTA Station for transit connectivity.

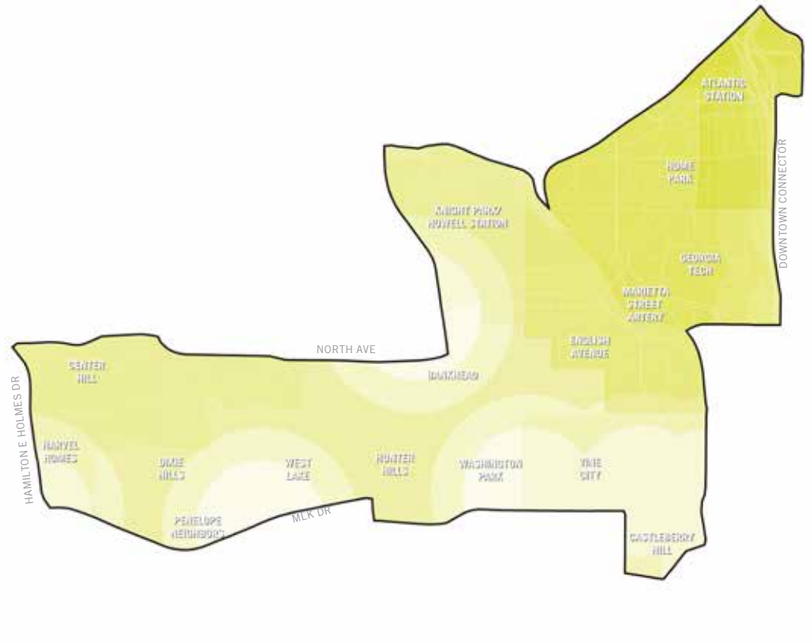
Community Survey Highlights:

Respondents seemed content with transit options but extreme negative sentiments about street and sidewalk conditions revealed overall unhappy results.


How would you rate the condition of transportation infrastructure in District 3?
Very good 0%
Good 6%
Fair 35%
Very Poor 30%
Poor 28%


How convenient is it for you to access your job by means other than driving?
Very Convenient 27%
Convenient 20%
Somewhat Convenient 10%
Not Very Convenient 11%
Not Convenient At All 28%

What the data shows: In Aggregate



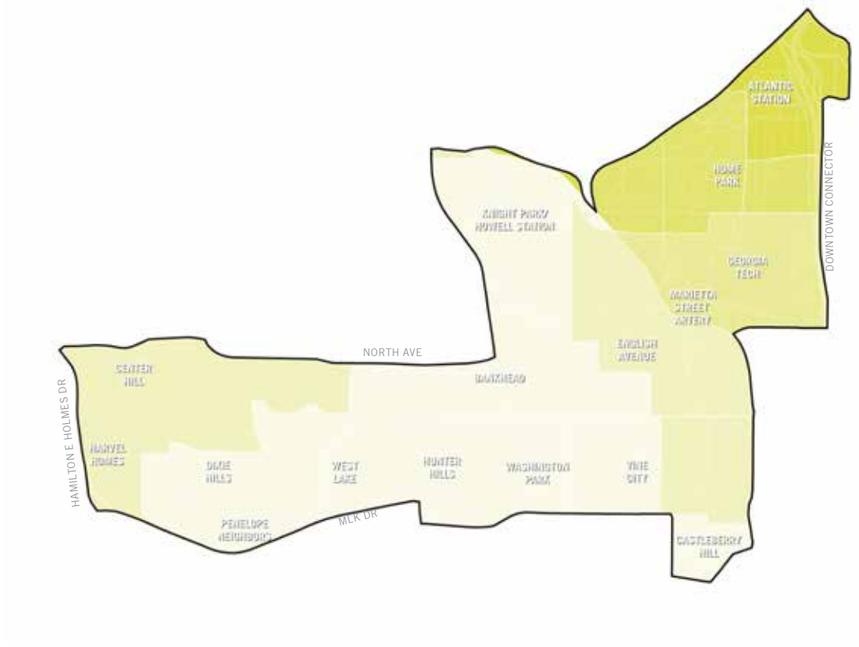
High Number of Automobile Crashes
Low Proximity to MARTA Train Stations

Low Number of Automobile Crashes
High Proximity to MARTA Train Stations

Data Highlights:

- District 3 has access to 6 MARTA rail stations: 2 in the interior of the district and 4 additional stations on its border.
- The central neighborhoods of the district have great MARTA access, with the Green Line cutting right through the middle of this area, while the neighborhoods around the Marietta Street Artery, Georgia Tech, Home Park, and Atlantic Station are more cut off from MARTA access with the rail corridor and Connector serving as major barriers to transit access.
- Traffic in the western portion of the district has fewer cars on the road and moves at slower speeds, leading to a smaller number of automobile crashes, while the eastern side of the district—from Northside Drive through the Connector—contains much busier roads with cars moving at high speeds, leading to a higher number of crashes, many of which involve pedestrians and cyclists.

What the data shows: Automobile Crashes

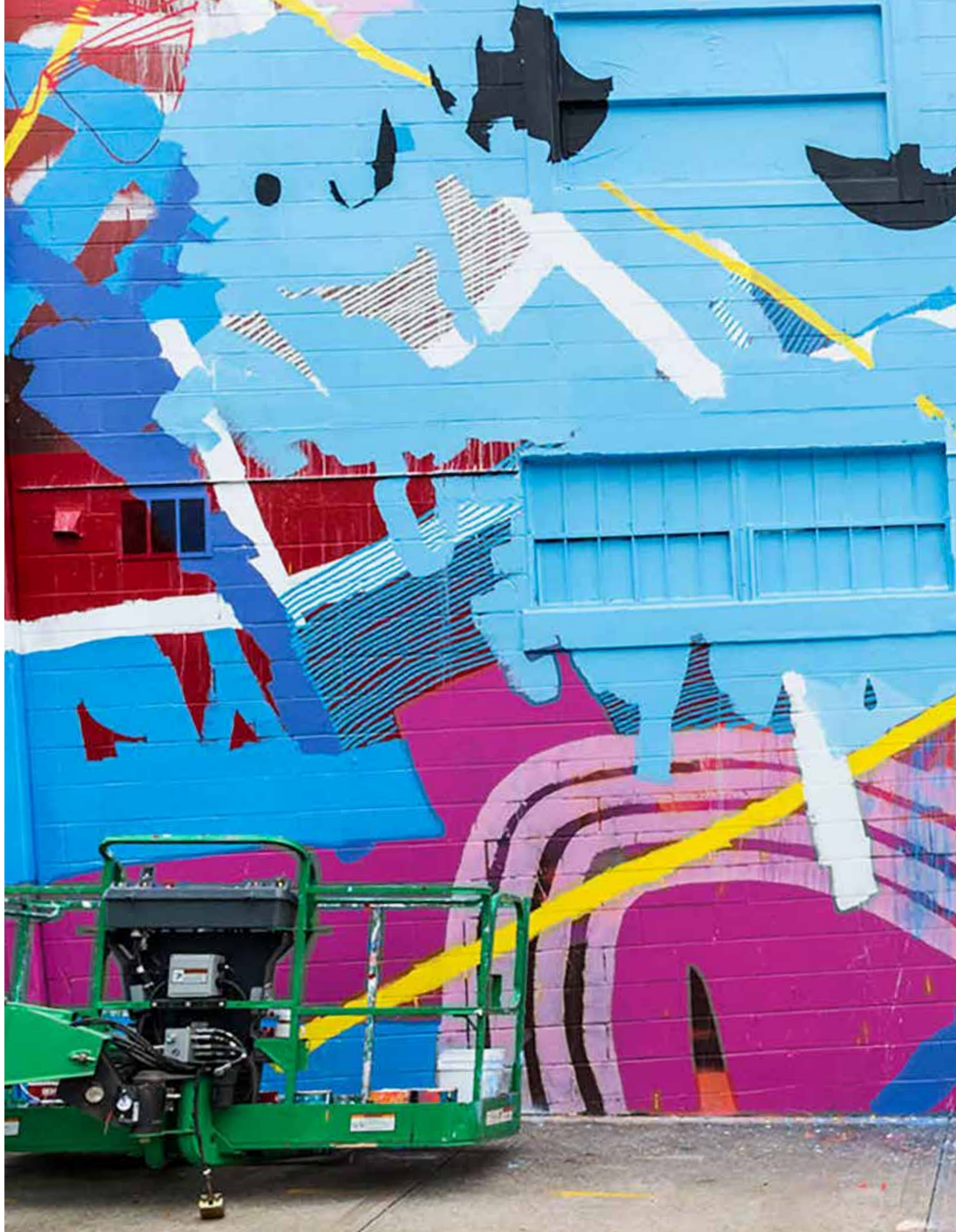


38 - 608
609 - 1254
1255 - 2100
2101 - 3265
3266 - 5106

What the data shows: Transit Stations

0.5 Mile Buffer
0.25 Mile Buffer

Much of Atlanta's story originated in the people and events that shaped the Westside; and much of its future lies in how the revival of the Westside is defined.



MARKET STUDY

DEMOGRAPHICS

Council District 3 has an estimated population of 38,715 and increase of 5.7% or 2,098 since 2010. The median age is 27 well below the City of Atlanta median age of 32 due to the large number of college students in the district. The largest age group is 18 to 24 which accounts for 55% of the population.

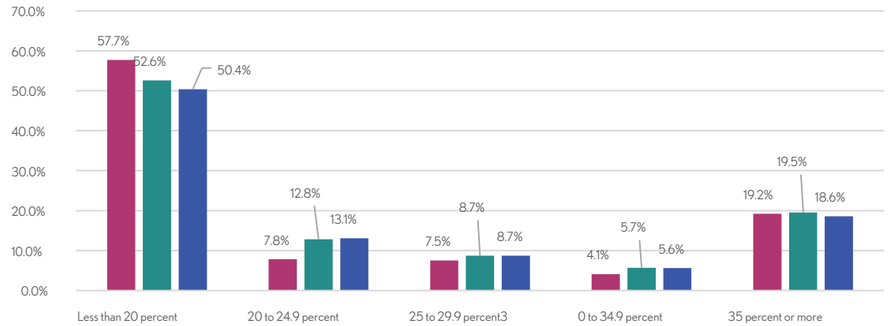
District 3 has 21,142 housing units, an increase of 11% or 2,203 units since 2010. 67% of the housing units are occupied and 33% are vacant. It has 14,291 households with an average size of 2.07 persons. 27% of the households are homeowners and 73% are renters.

District 3 has more households making less than $50,000 a year and less households making more than $50,000 a year when compared to the City of Atlanta.

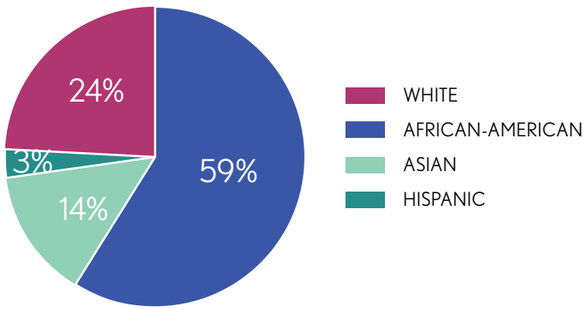
28% of residents in D3 live in poverty with the majority being between the ages of 18 – 64. Poverty in D3 is 5.6% above the City of Atlanta poverty rate and over twice the poverty rate for the Atlanta MSA.

MORTGAGE & HOUSING COST AS A % OF HOUSEHOLD INCOME

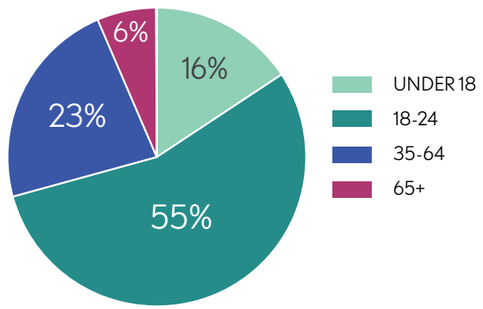
Source: US Census American Community Survey 2016



DISTRICT 3 RACIAL COMPOSITION

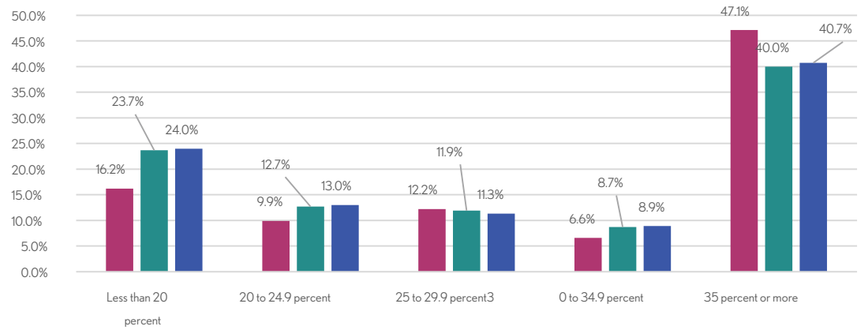


DISTRICT 3 POPULATION BY AGE



GROSS RENT AS A % OF HOUSEHOLD INCOME

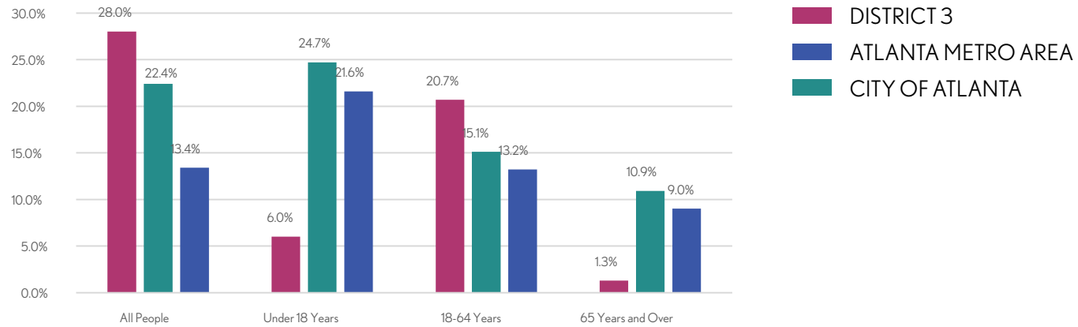
Source: US Census American Community Survey 2016



DISTRICT 3 HOUSEHOLD INCOME

POVERTY RATE BY AGE

Source: US Census American Community Survey 2016



ADVANTAGES OF LOCATION

D3 is the nearest westside area to Atlanta's urban core

The strong growth in the urban core of Atlanta has put upward pressure on rental rates and inventory across a variety of housing types

Growth has pushed eastward into the Old 4th Ward, largely due to the Eastside TAD, Atlanta BeltLine and the Streetcar

Development north along Howell Mill and Marietta Street is approaching capacity for both for available land and the road network.

Estimated demand for the near-term (5 -7 years) net new development is expected to be:

- Multifamily - 1,400 units
- Single Family - 175 units
- Office - 200,000
- Retail - 120,000

Long-term forecasts through 2030 indicate the total new builds:

- Multifamily - 3,750 units
- Single Family - 750 units
- Office - 550,000
- Retail - 250,000

RECOMMENDATIONS

- Support higher density urban walkable development at the catalytic nodes
- Offset rising land costs through incentives and density bonuses
- Create Innovative Financing Options that will lower development costs, particularly for affordable housing and retail
- Develop and use better information tools to assess the economics and buying power of the D3 market for retail
- Facilitate site identification and development for neighborhood scale retail, small businesses, and entrepreneurial incubators
- Incentivize affordable/workforce housing and require high performance energy efficient buildings and sustainable/resilient site development
- Use TAD grants, Urban Enterprise Zones, and Georgia Brownfield Programs to support development on properties that may have environmental, infrastructure or other challenges
- Promote health benefits for the communities that connect directly to Proctor Creek and the Atlanta BeltLine by partnering with Grady Hospital and Emory Medical
- Eliminate or alleviate Environmental Justice issues related to vacant industrial sites and brownfields in the district
- Develop new recreational and arts amenities that will form the basis of new mixed-income communities
- Job creation tied to sustainable practices and industries
- Leverage close proximity to Georgia Tech, Atlanta University Center, and Georgia State University to attract professors, students and young professionals

RESIDENTIAL

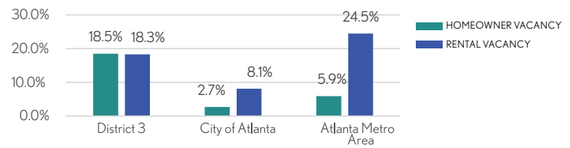
GROWTH NORTH OF THE RAIL
The rail lines create a barrier to southward growth from Howell Mill/Marietta Street into the Hollowell Corridor of D3. Household growth on the Westside ranges from 5% – 10%.

GROWTH IN D3
Household growth in D3 is between 1.5 – 5% with lower rates in certain areas. A number of planned and proposed projects indicate a greater interest in the D3 area.

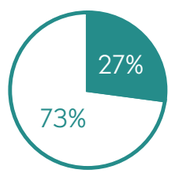
HOUSING AFFORDABILITY
Development around the Atlanta BeltLine and areas near MARTA stations will begin to put upward pressure on land prices in D3. The City will need to use TADs, URFA and other resources to ensure that affordable housing is subsidized as D3 becomes a more expensive rental submarket and as demand for single-family homes near the Atlanta BeltLine pushes prices upward

D3 has a higher vacancy rates for single-family than both the City and the MSA. D3 has a higher percentage of renters that either the City or MSA. D3 has significantly lower Owner Cost with Mortgage as well as lower Median New Home Prices than the City or the MSA. Rental rates are significantly lower. D3 has a higher vacancy rates for rental properties than both the City and the MSA. Rentals exceed homeownership by 46%.

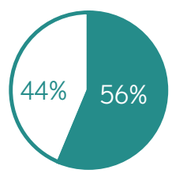
NEW HOME SALES
Source: US Census American Community Survey 2016



DISTRICT 3



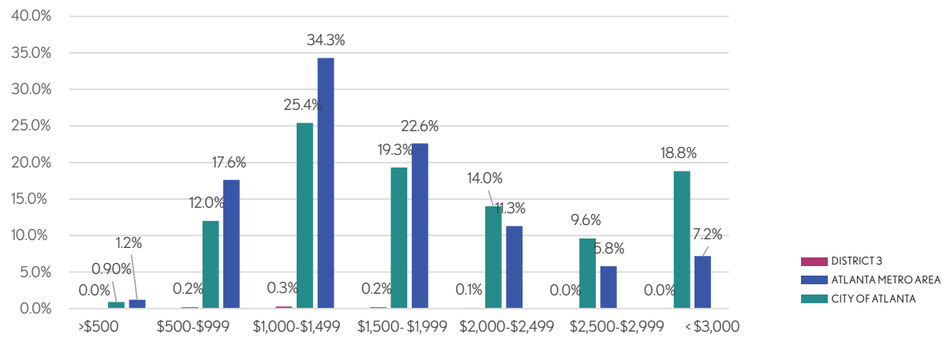
CITY OF ATLANTA



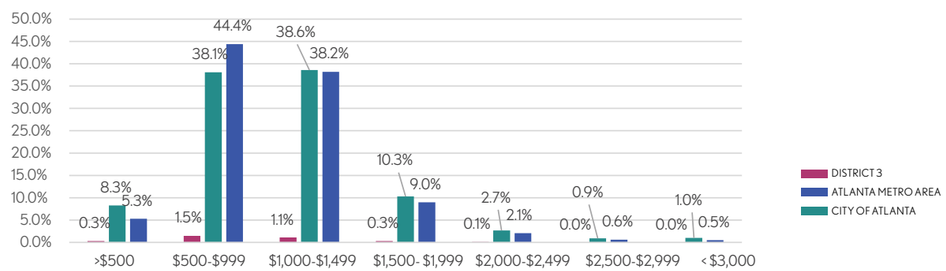
MONTHLY OWNER COST WITH MORTGAGE
Source: US Census American Community Survey 2016

10,090 TOTAL HOUSEHOLDS

168,147 TOTAL HOUSEHOLDS



MEDIAN NEW HOME PRICES IN D3
Source: US Census American Community Survey 2016



RETAIL

ATLANTA RETAIL SNAPSHOT 2017

Atlanta MSA has absorbed over 1.5 M s.f. in 6-months of 2017 (700K s.f in Q1-2017 and 880K s.f. in Q2-2017)

The largest retail deliveries have occurred in submarkets

Vacancy rate is at 8% (the lowest rate since 2005)

New job creation in the MSA of 24,000 through the first half of 2017 has led to a drop in the unemployment rate from 5.3% in 2016 to 4.9% in 2017

Urban retail development is trending up and is expected to exceed suburban development in the rest of Fulton County over the next decade

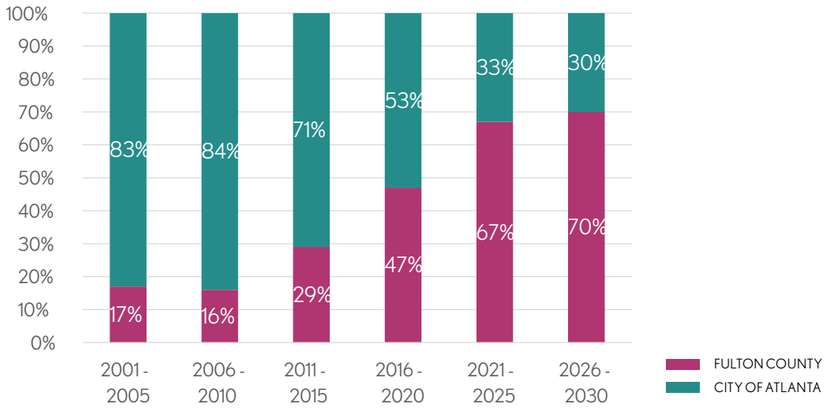
Between 2001 and 2010 urban retail development averaged 16% as compared to 84% in the rest of Fulton County

From 2011 to 2015 that percentage moved to 29% for urban retail development

Projects suggest that urban retail will grow from 47% (2016 – 2020) to 70% during the period of 2026 – 2030

Annual retail production should level out around 200,000 annually in the urban areas

RETAIL DEVELOPMENT IN FULTON COUNTY



RETAIL POTENTIAL + CHALLENGES

- Income density creates significant buying power in these areas, even with lower average household income
- Small groceries could fill a gap at neighborhood scale in the trade areas
- Negative leakage for grocery due to large trade area but significant positive leakage for general merchandise
- High concentration of middle income HHs (35%) and mid-to-upper income HHs (>50%) in each trade area
- Close proximity to Howell Mill area, which has a high concentration of retail, grocery and restaurants
- New grocery development on perimeter of District 3 could limit large supermarket development (approximately 20 groceries within an 8-miunte Saturday drive)
- New development will drive demand for retail, restaurants, and grocery.

RETAIL TRADE AREAS

We identified three overlapping trade areas that encompass District 3

- D.L. Hollowell @ Northside Dr.
- Boone @ Lowery
- M. L. King, Jr. Dr. @ Westlake

8 Minute Drive Times roughly define each area

Approximately 80% of supermarket customers typically come from an 8-minute drive to the store

A trading area consists of three zones:

Primary zone: 50 – 70 % of customers

Secondary zone: 20 – 30 % of customers

Tertiary zone: Occasional shoppers including tourists, business travelers, etc.

RETAIL ACTIVITY NEAR D3

West Metropolitan Retail is among the most in demand submarkets, along with Buckhead, DeKalb and Gwinnett

Downtown projects are a mixed bag of opportunity and challenges;

Underground Atlanta developer WRS may reduce the retail because of difficulty attracting major tenants to the 250K s.f. proposed retail and expected rents of only $10 - $15 per s.f.

The Atlanta Hawks are looking at partnering to create a development modeled after the Atlanta Braves development in Cobb - The Battery

Kroger will anchor the retail portion of the Fuqua development next to IKEA at Atlantic Station

Food Halls are showing strong performances in the City (Krog Street Market and Ponce City Market)

The Works, Turner Field, Herndon Homes and Friendship Village all include plans for significant retail footprints

TOTAL CONSUMER SPENDING - FOOD AT HOME AND FOOD AWAY FROM HOME

	1 MILE	3 MILE	5 MILE
Total Consumer Spending			
DLH_Nside	$79,586,000	$1,483,015,000	$3,510,029,000
Boone_Lowery	$70,597,000	$1,208,187,000	$3,133,821,000
MLK_Westlake	$58,663,000	$580,506,000	$2,335,809,000
DLH x Northside			
Food at Home	$12,796,000	$405,077,000	$941,137,000
Food Away from Home	$8,910,000	$169,321,000	$390,724,000
Boone x Lowery			
Food at Home	$13,485,000	$178,587,000	$439,907,000
Food Away from Home	$6,829,000	$135,152,000	$344,553,000
MLK x Westlake			
Food at Home	$10,997,000	$104,358,000	$353,790,000
Food Away from Home	$5,341,000	$55,752,000	$251,588,000

03

Many Ideas. One Vision.

District-wide Recommendations.

03.01 Proposed Strategies

Housing / Jobs / Education / Environment / Health / Safety / Community / Mobility

03.01

Proposed Strategies

The quality of life categories discussed in Chapter 2 reveal the strengths and weaknesses of D3 in its capacity for contributing to an individual's or family's well-being. They are like the character traits of D3 – distinctive on their own, and layered and complex in aggregate. They are also the basis of a number of strategic initiatives for D3 discussed in the following pages.

These strategic initiatives grow out of the strengths and weaknesses in D3's character traits, which also happen to align with topics that are part of ongoing dialogues in the city. At the highest level, the initiatives roll up under the five core values in the **Atlanta City Design** plan – Equity, Progress, Ambition, Access, and Nature. Perhaps more granular, however, is the way D3 tracks with the issues and observations emerging from the **Resilient Atlanta** strategy. Resilient Atlanta has identified five Discovery Areas that closely align with many of the stakeholder issues raised during the D3 process.

Resilience planning and design is about identifying vulnerabilities to natural and manmade factors in communities. These factors include acute shocks like storms and flooding, and chronic stressors like poverty and unemployment. Building resilience into future investments is a major priority for the Westside and D3.

The strategic initiatives that follow, as well as the development and mobility recommendations for each subarea covered in Chapter 4, begin to chip away at these resilience objectives.

Atlanta Design+Resilience Strategies

Atlanta City Design **5 Core Values**	Resilient Atlanta **4 Visions**	Comprehensive Development Plan **5 Character Areas**
Equity	Preserve and Celebrate Who We Are	Parks, Conservation, and Greenspaces
Progress	Enable All Metro Atlantans to Prosper	Neighborhoods
Ambition	Build Our Future City Today	Centers
Access	Design Our Systems to Reflect Our Values	Corridors
Nature		Special Districts

D3 Quality of Life Strategies

Housing

The challenge of providing homes for over 800,000 potential new Atlanta residents is a formidable task given the extent of single-family neighborhood land coverage and the limited penetration of the MARTA rail system. Yet the jobs associated with the influx could bring real change to areas that have experienced economic stagnation – like certain locations in District 3. Expanding housing quality and options in District 3 is essential if the Westside is going to remain affordable yet competitive.

There are two big themes to expanding housing in District 3. First, the availability of redevelopment sites on vacant land, underutilized properties, or deteriorating apartment complexes provides an excellent resource for dense infill development between neighborhoods. Many of these locations have suitable zoning and are located along major streets and/or near transit stations and could therefore be redesigned to have more diverse transportation options. The presence of a captive customer base also drives retail demand for small neighborhood-serving businesses, which could also serve adjacent neighborhoods that currently lack services.

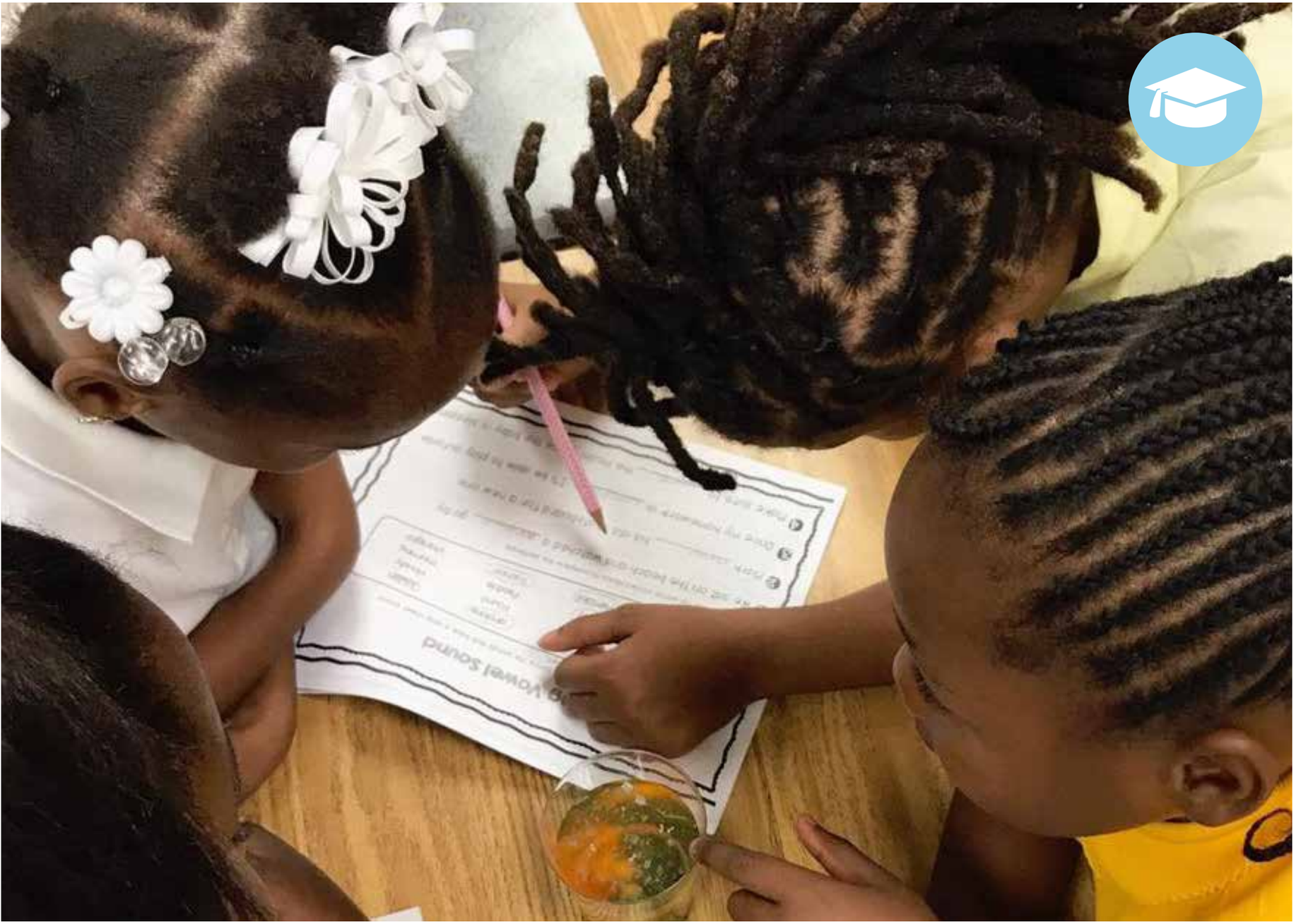
The second theme is the possibility of adding small-scale “missing middle” housing in existing neighborhoods on a tactical basis (for example on small lot assemblages in transitional areas), or as a blanket allowance for homeowners to build a small accessory unit on their lots without changing the underlying zoning. Many established neighborhoods have aging populations that would welcome the option to stay in their homes but cannot afford maintenance or no longer need the space. Enabling the construction of a carriage house unit gives owners the flexibility to age in place while gaining a modest income from leasing the primary residence.

Jobs / Income

The Westside has moved from an economy based on manufacturing, wholesaling, and transportation to one dominated by education, services, and social services, largely concentrated in District 3's academic institutions and to a lesser extent in healthcare facilities. The primary exceptions to this is the diversity of employment occurring in Subarea 4, and the jobs associated with the Georgia World Congress Center and Mercedes-Benz Stadium. There are also significant employment opportunities just outside the District 3 boundary in Downtown and Midtown. To help District 3 residents access these jobs, the City of Atlanta, the Blank Foundation and others established the Westside Future Fund and its corollary Westside Works for training and placement assistance in several programs.

Two big place-based economic development opportunities inside District 3 build on investments other than the Westside Future Fund. The first strategy is repositioning Northside Drive as an innovation corridor, driven by investments in the Russell Center for Innovation and Entrepreneurship (RCIE) and Georgia Tech's Technology Enterprise Park (TEP). RCIA anchors the corridor to the south and extends both east to the Atlanta University Center, and south to possible makerspace on Whitehall Street. On the north, TEP combines with other Georgia Tech facilities to expand to Donald Lee Hollowell Parkway. Longer-term growth accommodated along the abandoned rail corridor leading to the Beltline, where co-working spaces like Strongbox West are already beginning to appear.

The second economic development strategy involves growing small business around transit hubs. The investment in the MLK Innovation Village at the H.E. Holmes MARTA station is the first in what could be a pattern of boutique, inexpensive office and retail spaces built in close proximity to west line stations. These early projects could be supplemented with additional neighborhood retail and mixed-income housing, stabilizing their surroundings and providing neighborhood anchors that are lacking.



Education

While District 3 is home to numerous educational institutions from traditional public schools to charter schools to a topped ranked research institutions, within the district itself there is a discrepancy in the level of education and quality of education children and young adults receive.

The closer to Downtown Atlanta, the higher the percentage of adults holding a college or professional degree. Educational attainment in District 3 roughly tracks with APS zones, with higher college attainment aligned with the desirable Grady High School cluster and lower attainment with Washington and Douglas. While it is difficult to isolate education from issues surrounding public health, equitable housing, and environmental justice issues, there are key areas where targeted improvement to education quality can be made.

While public school curriculums today focus mainly on standardized test prep, parents in subareas with higher levels of adult educational attainment make up this difference by enrolling their children in after school enrichment programs for sports, arts, computer programming and others. Children in lesser performing subareas do not have access to these program. By partnering with institutions like Georgia Tech, local businesses, and non-profits groups, this gap can start to be closed. District 3 is rich in history and ecology. School children could take educational fieldtrips to proposed ecological centers at Proctor Creek, to the Castleberry Hill Historic District, or the proposed expanded Waterworks Park. By thinking creatively about education and using the richness of the surrounding built environment, you can show kids that they can demand a better built environment for themselves and their communities.

While many groups choose to focus purely on K-12 education, there is also the issue of adult continuing education. As with K-12 education, the further away from downtown in the district one travels, the lower levels of educational attainment can be seen. Community centers and other community gathering spaces will be influential in offering either short certification classes or connecting adults with higher education resources in the metro area. Offering subsidized daycare spots would also encourage more adults to pursue higher education.

Environment

Nowhere in District 3 is nature's resilience more on display than in the headwaters of Proctor Creek, in the so-called "Valley of the Hawks" where birds of prey find food and shelter in abandoned buildings and overgrown floodplains. It is an unlikely place to observe natural communities in the process of creation, but like District 3 itself is a surprise that is hiding in plain view. The remarkable natural environment in parts of District 3 that has been at worst greatly exploited and at best overlooked, is only now beginning to be valued for its capacity to sustain new waves of population growth while preserving vestiges of the Piedmont landscape that most Atlantans love dearly.

Over two-thirds of District 3 lies in a Conservation Area as identified by Atlanta City Design (see Chapter 1). The ever-present tree canopy is especially dominant in the Westlake and Dixie Hills neighborhoods, where native forest extends from Anderson Park through the Chief Aiken estate and on to Hollowell Parkway and Grove Park. Other major stands include pockets in Hunter Hills, Washington Park and Bankhead. With a few exceptions, these forests follow tributaries of Proctor Creek where undisturbed land and plentiful water created the conditions for maturity. The recommendations contained in the 2014 Baseline Canopy Study by Georgia Tech are a good place to start building a strategy for large-scale canopy preservation in District 3. This could be further refined with the Urban Ecology Framework Plan and the update to the Tree Preservation Ordinance currently underway. A more localized opportunity is to reconsider the Anderson-Aiken forest as an arboretum. Linked to the BeltLine and the Emerald Corridor, this would anchor the western neighborhoods in a green heart while integrating them into the city's larger urban structure.

Proctor Creek is the other major opportunity for expanding environmental connectivity and resilience in District 3. With so much of the Proctor Creek watershed covering District 3, the potential for additional tributary greenways emanating from the Emerald Corridor spine could begin to turn these neglected streams into positive public spaces enhanced by green infrastructure improvements. City Design identifies growth corridor crossings as ideal places to begin these watershed transformations. Boone is the primary east-west growth corridor for District 3; and because it intersects portions of Proctor Creek in no less than five locations, it could function as a watershed gateway beginning with Rodney Cook Jr. Park at its eastern end.

Image Credit: Aglanta.org

Health

The positive link between good health and nutritious food is well known, as are the negative impacts associated with living in a “food desert” where the only available food within walking distance is likely to be highly processed, nutrient poor and high in calories. In District 3, a variety of organizations, including the Atlanta Community Food Bank and the Food Well Alliance have been addressing food deserts over the last several years. One Food Well Alliance partner in District 3 is Good Samaritan, which has one of the most creative programs to tackle food deserts in the nation. They recently built an urban farm in the Bankhead neighborhood to bring convenient access to wholesome food, medical/dental care, and other services to customers in the surrounding area. This one-stop-shop approach to community health is compelling given the focus on creating a resilient local food ecosystem in District 3.

South of Good Samaritan, the Atlanta Housing Authority is collaborating with the city’s Office of Resilience on Aglanta Choice, an initiative to build a closed-loop local food system for the University Choice Neighborhood area. Aglanta Choice focuses on community revitalization and supporting small food entrepreneurs to address health through consumption interventions like culinary arts education, leveraging SNAP (food stamp) resources, and broadening Friends and Neighbors Network (FANN) coverage. With the recently renovated Neighborhood Union (Vine City) Health Center and the new Hollis Innovation Academy near Historic Westside Garden, there is an opportunity to blend food production and medical services through the Fruit and Vegetable Prescription Program and other creative ideas. A similar synergy exists between Mercy Care at City of Refuge and Urban Fresh Farm.

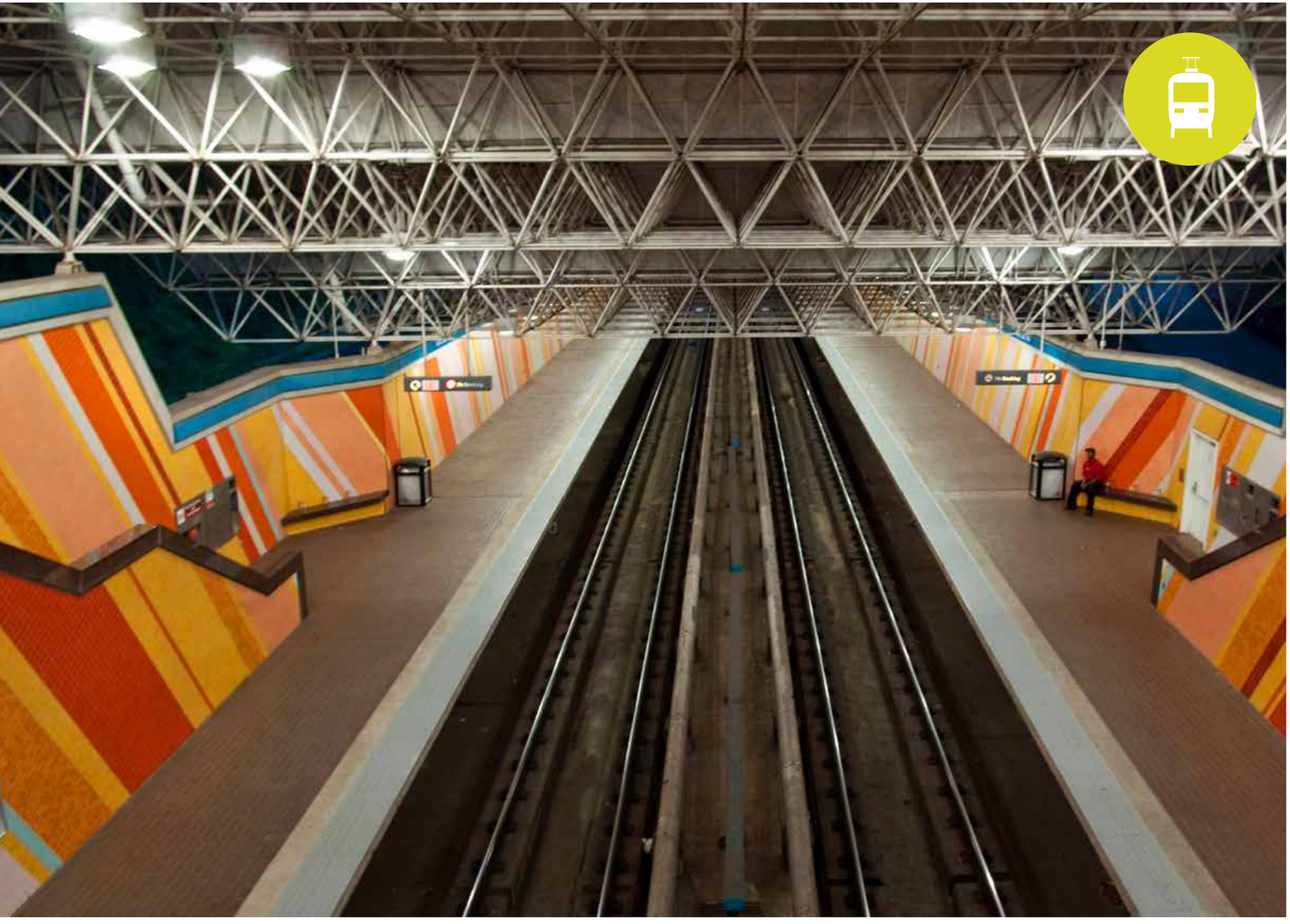
There are fewer opportunities to build the link between good health and nutritious food in the neighborhoods farther west, with one main exception. The Sadie G. Mays Health and Rehabilitation Center has been in existence for sixty years as a nursing and convalescent home serving the Westside’s senior population. It has many of the same medical facilities as a community health center but differs in that it has a residential component. Building an urban farm in the area could provide a source of fresh food for the center, and a longer-term strategy might include expanding the health services to a broader audience as well as possibly rethinking the plan of the facility to reposition it as an all-ages full-service health and wellness campus.

Safety

Community members in District 3 cite crime as a major problem in their minds. While crime incidences spread across the whole district, two large clusters exist: one around Home Park/Atlantic Station and another around Washington Park/Vine City/English Avenue. Residents also expressed concern about unsafe apartment complexes, lack of adequate street lighting, lack of safe places to play, and loitering. These concerns about crime show a wide range and there are two key ways to combat these concerns.

The first is a better relationship between the police and the community. In the face of recent tension, the police departments that serve District 3 are working to improve relationships and decrease crime. The Georgia Tech police department patrols the Georgia Tech campus as well as surrounding neighborhoods. A community that trusts that the police are there to serve and protect them are more likely to cooperate with police to help solve and prevent crime in their communities.

Other problems, such as safe place to play, can be fixed with better design of the built environment. Streets should be wide with good sightlines, lighting, and should be well maintained. These elements encourage residents to walk or use the street. It puts more eyes on the street which helps discourage loitering and petty crime. Better design can also help make parks safe and inviting. People of all ages should be able to use the parks, not just for hanging out but for exercise, playing with their children or dogs, or playing organized sports. More activities in parks means more community members will use them which makes the parks safer for everyone.



Mobility

District 3 is composed of diverse residents who are extremely active in their communities and need transportation alternatives that reflect a range of mobility options to connect them with jobs, shopping areas, services, and recreational opportunities. District 3 has a strong network of MARTA Rail Stations, with 2 stations serving the area and 4 stations within a half-mile of the district's boundaries. Several main corridors are home to bus routes that connect residents to nearby areas of the city as well as transit stations that extend much farther. District 3 has several Relay Bike Share hubs. Unfortunately, they are concentrated north of Marietta Street, with southwest portion of the district underserved. Bike share is an opportunity to build on current mobility options and to expand the bicycle network. Strong rail services coupled with these new bike facilities could improve last mile connectivity within individual subareas and throughout the District 3.

District 3 is an area of immense cultural significance to Atlanta and the Southeast region, and the legacy of the district can be told through its streets. Transforming main streets and key corridors such as Joseph E Boone Boulevard and West Marietta Street would be beneficial for pedestrians, bicyclists, transit riders, and drivers, objectively and aesthetically.

Sidewalk quality decreases westward from Downtown. Overall, sidewalks are in poor condition due to lack of maintenance, such that walking trips to transit stations and jobs are more difficult, making residents dependent on privately owned vehicles. Sidewalk repair should be a focus for neighborhoods to encourage walking and improve connections to jobs and other destinations.

District wide, communities suffer from a lack of bus facilities, including shelters, signage, maps, schedules and lighting as well as long headways between buses. Limited and unsafe biking infrastructure discourages residents and employees from cycling. A priority is to provide transportation options that are safe, reliable, and efficient. Improving infrastructure for walking, biking, and transit can reduce dependence on single-occupancy vehicles, decreasing congestion on main corridors such as Northside Drive and Marietta Boulevard.

Community / Civic Engagement

Community engagement is critical in building the strength of a district. District 3 has schools, churches, parks facilities and non-profits that can be used for community meetings and gatherings. Building and maintaining trust between a community and elected officials is an on-going effort, and there are two key
ways to encourage engagement at the micro and the macro levels.

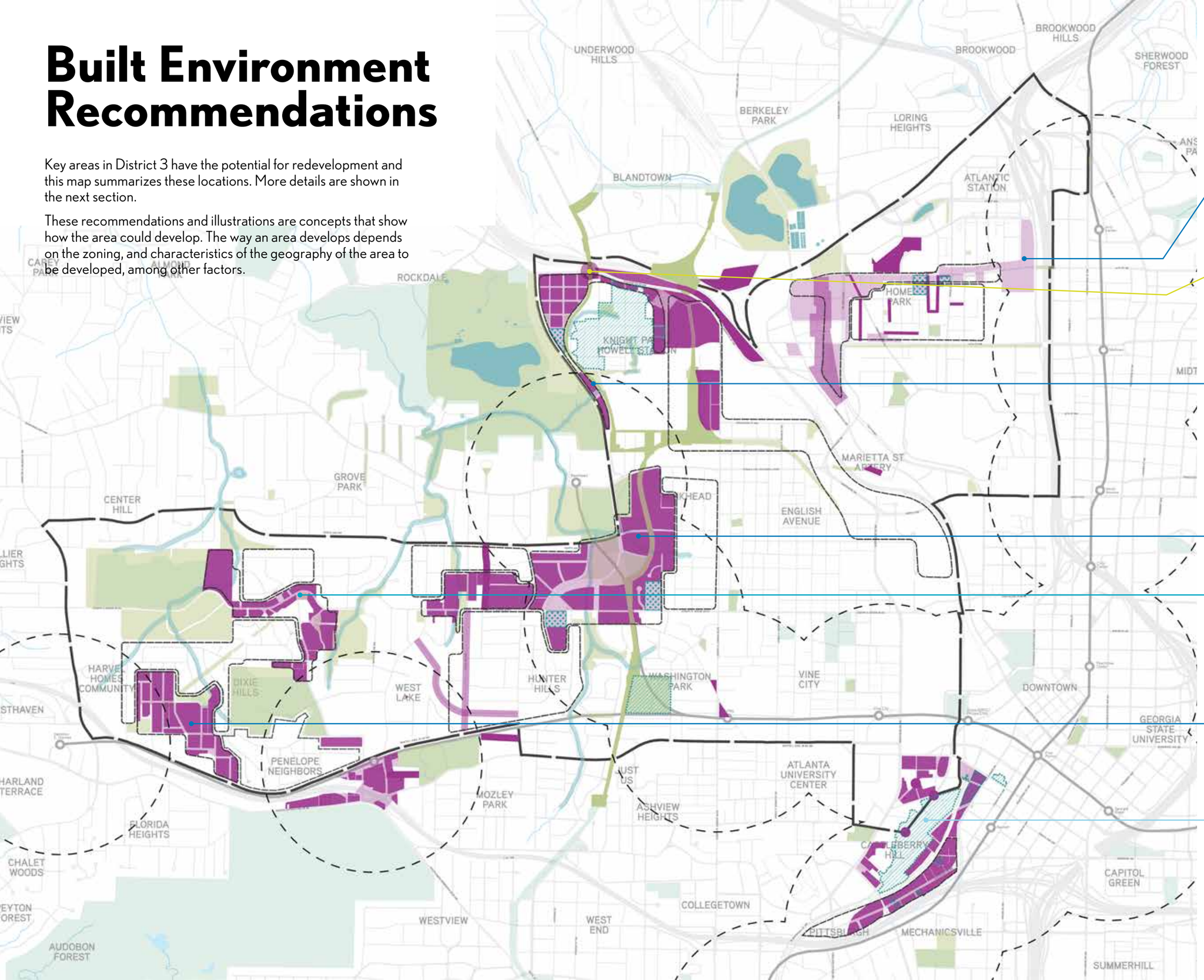
People will be more like to invest time and emotional energy in their communities if they feel like they can make a positive difference. Beautification grants can be helpful to kick start grassroots neighborhood improvement projects. Local non-profits are participating in the Community Leadership Institute's programs. Further training for community members who want to start initiative and become more involved in their communities is needed.

Community engagement is a feedback loop. People will be more likely to engage on large scale and long range district wide planning processes if they can see that their voices are being heard. However, there are action items in each sub area of this document with things that can be done both short term and long term. These projects need to be implemented and then they should be publicized to show people change is happening.

Built Environment Recommendations

Key areas in District 3 have the potential for redevelopment and this map summarizes these locations. More details are shown in the next section.

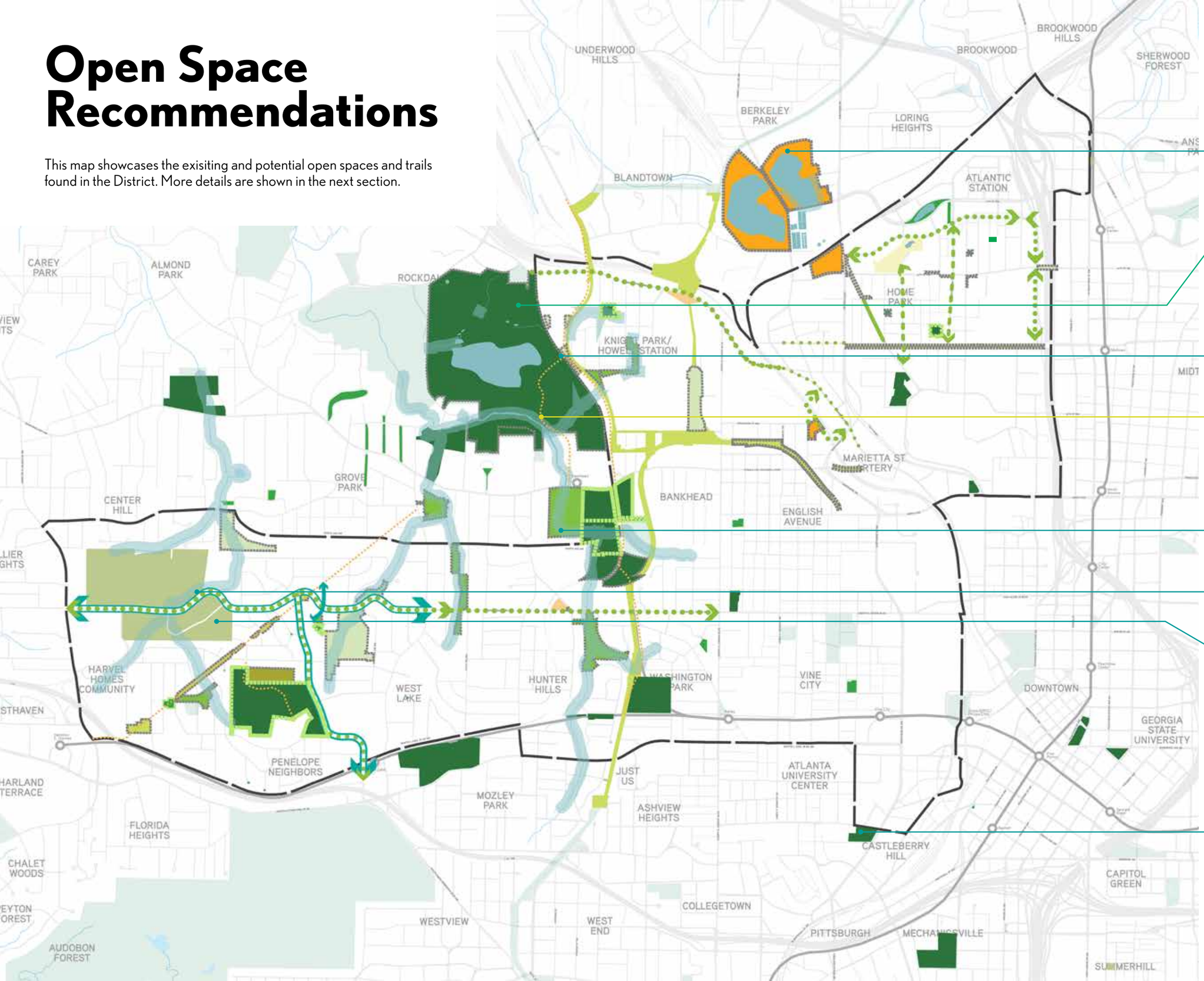
These recommendations and illustrations are concepts that show how the area could develop. The way an area develops depends on the zoning, and characteristics of the geography of the area to be developed, among other factors.



- Restructure the cross-section of 14th Street and revise the existing commercial zoning to allow small-scale mixed-use.
- The future transit-oriented neighborhood in the northwest corner of the subarea will provide essential new street connections between the Knight Park neighborhood and the Westside Reservoir Park.
- Low-density multifamily or mixed-use fronting the Beltline near Jefferson St.
- Dense mixed-use Beltline development east of Chappell Road
- Redevelop this section of Boone as a mixed-use neighborhood center for surrounding residential areas
- Redevelop the Hidden Valley apartment complex and surrounding vacant land
- Continue the preservation of this historic industrial/commercial district; and the line between high-density Downtown redevelopment and the warehouse district should be held.

Open Space Recommendations

This map showcases the exisiting and potential open spaces and trails found in the District. More details are shown in the next section.



Create a larger Waterworks Park

The 280-acre Westside Reservoir Park. The park will contain a variety of passive and active spaces that could include hiking and biking trails as well as more traditional elements like athletic fields.

Long-term daylighting and naturalization of Proctor Creek east of the CSX rail line

Continue multiuse trail south along Northside Dr to the Morehouse Innovation Center and Cleopas Johnson Park

Long-term daylighting and naturalization of Proctor Creek east of the CSX rail line

Naturalization of the Proctor Creek tributary skirting Lincoln Cemetery

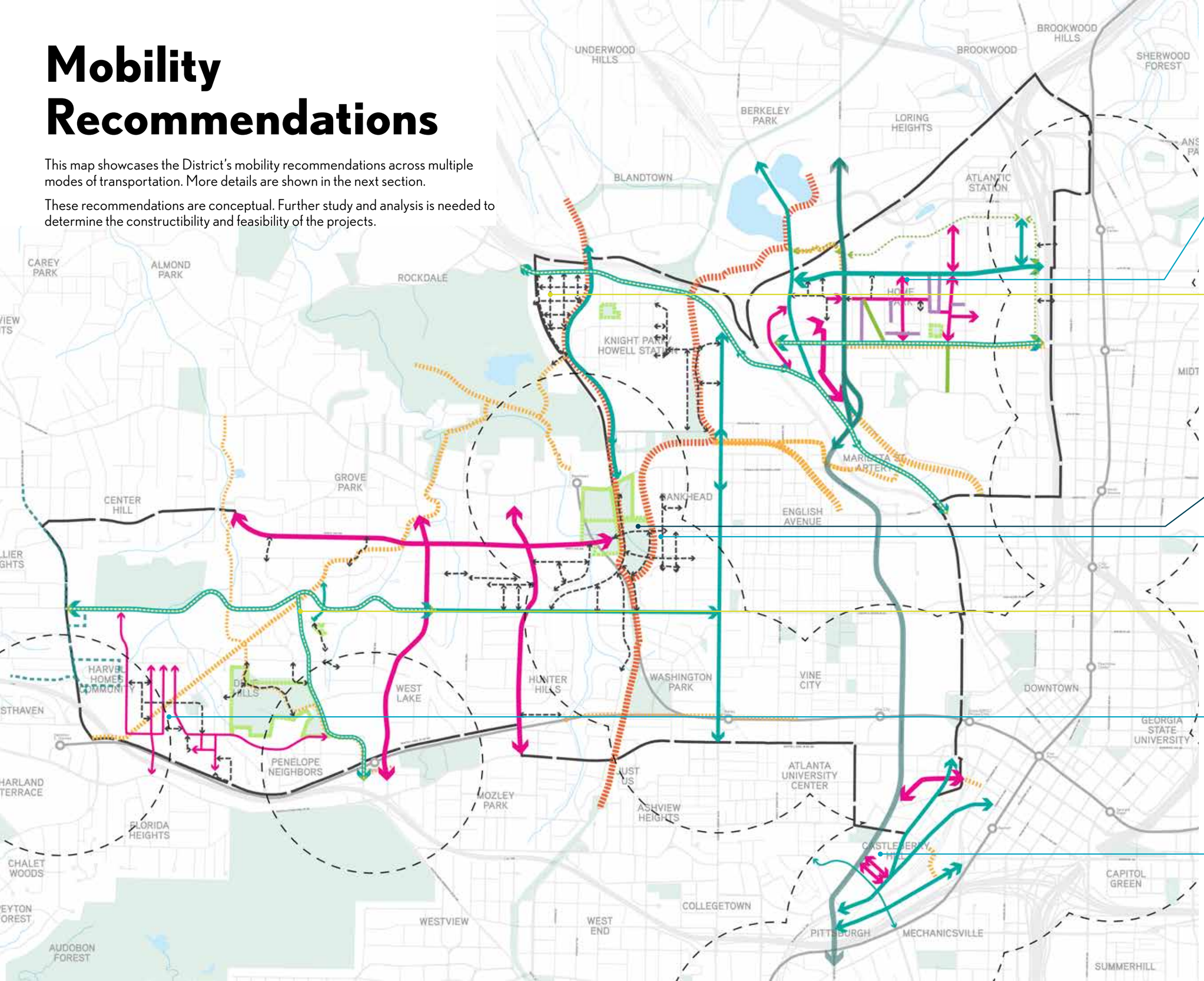
Preserve and maintain the native forrests surrounding the Aiken Estate, Anderson Park facilities and the WGST radio transmitter.

Upgrade Cleopus Johnson Park and pull it closer to the neighborhood.

Mobility Recommendations

This map showcases the District's mobility recommendations across multiple modes of transportation. More details are shown in the next section.

These recommendations are conceptual. Further study and analysis is needed to determine the constructibility and feasibility of the projects.



Improve the interior streetscapes of the Home Park neighborhood and Marietta Street Artery neighborhood, adding key network extensions and new street grids in the area of the central "superblock. in the Marietta Street Artery"

Expand the pedestrian network through an integrated system of new streets, sidewalk demarcations on existing neighborhood streets, and trail linkages; and redesign the two major arterial roads to be multimodal corridors.

Enhance bike and pedestrian infrastructure, especially along the Beltline and Proctor Creek tributaries

New street network to increase connectivity with Grove Park, Bankhead, and English Avenue.

Bridge the gap for last mile bicycle and pedestrian connections to the H.E. Holmes and West Lake MARTA stations

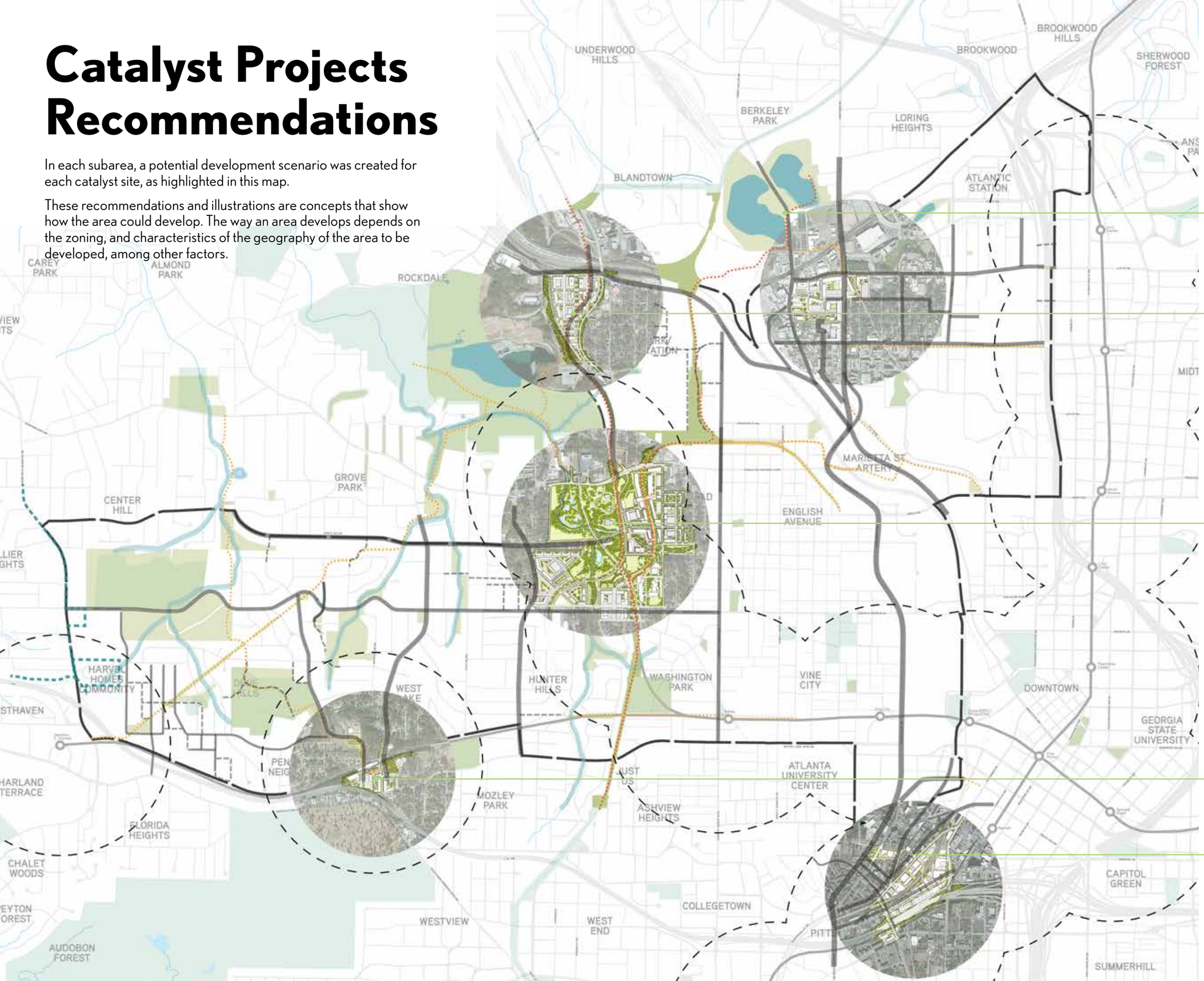
Expand the street network in key locations and install new streetscapes

Street and sidewalk systems must be reconstructed or improved as multimodal corridors to support the vibrant pedestrian culture in Castleberry Hill.

Catalyst Projects Recommendations

In each subarea, a potential development scenario was created for each catalyst site, as highlighted in this map.

These recommendations and illustrations are concepts that show how the area could develop. The way an area develops depends on the zoning, and characteristics of the geography of the area to be developed, among other factors.



Create a larger Waterworks Park and turn the historic buildings of the Department of Watershed Management into events facilities

Convert the industrial area adjacent to Bellwood Quarry into a robust mixed-use neighborhood that supports and enhances the quality of the new park through the creation of a dymanic urban development at one of the park's key gateway entrances.

At the confluence of the Atlanta BeltLineWestside Trail, MARTA Green Line, Proctor Creek, and Maddox Park sits a large area of vacant and abandoned land that is destined to be dramatically transformed in the coming years.

The West Lake MARTA station has the potential to be a major economic and community anchor.

Create a unique public space along both sides of the railroad, a railside promenade or "ArtWalk" that is oriented towards the tracks in much the same way that a riverwalk faces water.

04

Many Neighborhoods. One District.

04.01 Subarea 1
04.02 Subarea 2
04.03 Subarea 3
04.04 Subarea 4
04.05 Subarea 5
04.06 Subarea 6

Subarea Overview

The Planning Subareas of D3 Westside Revive and their Respective Neighborhoods

Planning by Subarea

Subarea Divisions

District 3 encompasses over 4,800 acres of land, and across that landscape, one can find an extremely wide variety of physical, social, and economic conditions. With this is mind, it was clear that no one singular vision would appropriately address the distinct needs of the unique communities found here. In order to engage neighborhood-specific concerns, the district was subdivided into nine planning subareas, each comprising an area with its own unique opportunities and concerns. The D3 Westside Revive planning efforts address Subareas 1-5, while a separate study, The Westside Land Use Framework Plan, adopted in December 2017, has created a detailed vision for Subarea 6. Small portions of District 3 have not been addressed in either plan, but these areas are made up of districts which have already received long-term plans either through private investment or public institutional plans. These Subareas include Georgia Tech (7), Atlantic Station (8), and areas around Mercedes Benz Stadium (9).

Each Subarea plan has a brief history, demographic information, existing transportation conditions, existing land use and zoning, issues and opportunities, vision and recommendations, a Land Use and Development Framework Plan map, a Parks and Natural Areas Framework Plan, a Circulation Framework Plan, recommended mobility improvements for key corridors, and concept site plan for a catalyst site. Additional study and analysis needs to be completed to implement these recommendations. The concept plans are illustrative ideas and the transportation recommendations need additional scoping to determine their constructability. Chapter 5- Our Way Forward has recommended Future Land Use Map amendments, recommended mobility improvements and a table with details (name, description and cost) for each recommended transportation project.

Development Character Areas

In order to address existing conditions and propose new development opportunities, this plan utilizes development classification system that codifies a number of typical urban living and working conditions into distinct development character areas seen across District 3 (these are not Future Land Use Categories). The nine categories that are used describe varying degrees of building density layered on top of different building uses and form. Described in greater detail in the following pages, the categories include:

- Single-Family Stabilization / Infill
- Twin, Row + Courtyard Housing
- Multistory Multifamily
- Neighborhood Centers
- Area Activity Centers
- Regional Urban Core
- Industrial / Innovation Space
- Community Facilities
- Heritage Resources

Residential Development

Achieving a balanced, accessible, and high-quality inventory of housing is one of the major challenges facing District 3 as it confronts the population growth predicted for Atlanta over the next decade. However, with its current mix of stable neighborhoods and distressed properties and land suitable for redevelopment, D3 provides an opportunity to promote housing innovation, in both product and finance, and to design a national model that offers solutions to the growing problems of housing access and affordability. While these three residential categories capture the majority of housing types that are currently present in the district, there is considerable room for innovation in each – and especially in the realm of the "missing middle" which has declined as older garden apartments and other attached housing has been demolished.

T3

Single-Family Stabilization / Infill

Strengthening and maintaining the neighborhood character of the single-family residential communities in the district.

These low density, tree-covered neighborhoods were the foundation on which most of Atlanta was built; and in many ways, they still define the city. Many of D3's single-family neighborhoods have a long-standing sense of community pride that is worth protecting. In some parts of the district however this pride is being eroded by neglected properties and absentee owners. To counter blight in these areas, code enforcement and construction of new single-family homes to infill vacant properties will help reclaim community stability. In other more vibrant neighborhoods, modifying or enforce zoning so that future development does not encroach on the neighborhood will protect its character. New housing in most circumstances should be architecturally compatible with historic development patterns.

T4

Twin, Row + Courtyard Housing

Providing "missing middle" housing types in order to increase diversity of housing options while still maintaining an intimate sense of community.

As a city that matured along with the automobile, Atlanta's housing has been dominated by two extremes: dispersed single-family neighborhoods that predominated until the development of MARTA; and dense urban housing that has grown in popularity since then. In some of the nation's older cities, however, a large variety of housing types exist between these extremes. This "missing middle" housing blends low density with smaller floor areas that share common space in order to reduce the costs associated with large land ownership. Missing middle housing is typically attached and includes duplexes, townhouses, bungalow courts, and small courtyard apartments. Encouraging this variety in existing neighborhoods provides for a broader spectrum of housing costs, increasing affordability.

T5

Multistory Multifamily

Multistory apartments can provide more housing close to transit and amenities, with more affordability through public-private partnerships.

In areas where growth is encouraged, development featuring new types of denser multistory housing should be included in the mix. There is growing market demand for smaller housing units that have good access to transit stations and are adjacent to parks and neighborhood commercial centers. This type of housing appeals to a wide audience and can increase the diversity of neighborhood residents including students, young professionals, small families, empty nesters and seniors. Like any dense urban housing, the projects need to be carefully designed to integrate with and not overwhelm their surroundings and must be part of a well-connected street network with a good ratio of usable open space to buildings. Structured parking is also essential to increasing the critical mass of residents.

Commercial Development

District 3 has the unique position of representing some of the most well-design suburban-style neighborhoods in the region as well as Atlantic Station and a portion of Midtown. This broad cross-section of Atlanta's urban form, and the important place D3 occupies in the City Design vision, makes the thoughtful disposition of commercial and mixed-use development all that more pressing. These three commercial categories are flexible and descriptive enough to cover the basic three activity center types currently seeing investment pressure: small neighborhood commercial centers with local retail start-ups like East Atlanta Village; mixed-use urban infill projects constructed of wood or light-gauge metal framing; and high-rise developments in the urban core. Each has its own planning and development context that has guided the design of the framework plans.

Transit Oriented Development (TOD) is a an appropriate development type in the Commercial Character Areas.

T4

Neighborhood Centers

Small-scale storefront retail buildings offering daily necessities and specialized products and services to residents close to their homes.

Neighborhood centers are small, locally-oriented districts that reflect the patterns of the community that they serve. They are dominated by one- and two-story storefront buildings and emphasize historic preservation and compatible new construction. Instead of driving long distances to large-scale shopping districts, nearby residents should be able to walk to these neighborhood centers where local shops and restaurants can accommodate simple, everyday needs. These activity nodes often become the social and commercial hubs of a neighborhood, allowing friends and neighbors to cross paths and engage with each other. Atlanta is notable for its neighborhood centers like Virginia-Highland, Little Five Points and East Atlanta Village.

T5

Area Activity Centers

Medium-density mixed-use districts that serve more than one neighborhood, are generally served by transit, and frequently contain regional destinations.

This character district captures the kind of places people associate with highly urban environments containing at least one heavily commercial street. Buildings are typically no less than five stories, and uses vary between housing, retail, office, and some limited institutional - although commercial uses are always present and may reflect the majority. In recent years, numerous developments like this have been built in more affluent parts of Atlanta, mainstreaming the development type in the process. There are several places where this is appropriate in District 3, although always in limited quantities and always with consideration to neighborhood buffers and transitional height planes. Recent examples include the Upper Marietta corridor, Inman Park Village, and Downtown Decatur.

T6

Regional Urban Core

Expanding the traditional urban center of Atlanta with strategic additions that take advantage of proximity to rail transit and interstate highways.

The historic urban center of Atlanta and later expansions northward in Midtown and Buckhead characterize this highest density development category. Buildings are generally quite tall and uses extremely diverse, capturing all the activity and complexity that is expected in a major city. While District 3 mostly represents neighborhoods and former industrial areas, there are limited portions of its eastern fringe where the urban core classification is appropriate. These locations present an opportunity to build large-scale, mixed-use developments that can deliver a wide variety of functions for a broad spectrum of users across the region. Transit access and structured parking are essential to successful development in the urban core.

Special Districts

The rail corridors crossing District 3 were instrumental in driving manufacturing in Castleberry Hill and along the Marietta / Howell Mill corridors as Atlanta emerged from the Reconstruction era as the capital of the New South. Neighborhoods like English Avenue, Vine City, Home Park and Knight Park / Howell Station were tied economically to railroad operation and maintenance, or to factories like the Exposition Cotton Mills or the Union Stockyards. Yet higher education also played a key role in the economy of D3 with the Georgia Institute of Technology occupying a central position. The special development categories touch on both the opportunity for university-related research and innovation space in former manufacturing buildings, as well as the need to acknowledge the many heritage resource in the district and the place they occupy in the D3 community.

SD

Industrial / Innovation Space

Preserving the structures and functions of historic industrial complexes while introducing a dynamic new program component.

Built on its railway framework, Atlanta has always had many types of industrial buildings that were supported by the railroads. Since the decline of manufacturing and the shift from-railway cargos to bulk materials, many of these structures have continued their lives by taking on new light industrial or other functions. These complexes are often striking and their uses a fundamental element of Atlanta's urban fabric. This district provides an opportunity to expand existing light industrial land use to a broader mix of uses, reflecting the unique rail-base building stock that is being converted to new types of industrial uses and employment, destination retail, creative office, maker spaces and the like around the city. Local examples include Puritan Mills, Lumberyard Lofts, Krog Street Market, and the King Plow Arts Center.

CS

Community Facilities

A mix of specialized buildings and well-designed public spaces promoting community gatherings and providing important resources for neighborhoods.

At the heart of every great neighborhood are great civic facilities that allow the community to grow and thrive together. As public places, they provide egalitarian spaces that welcome all with open arms.

SD

Heritage Resources

Areas where preservation of valuable historic resources and landscapes that contribute to the story of Atlanta is the primary development priority.

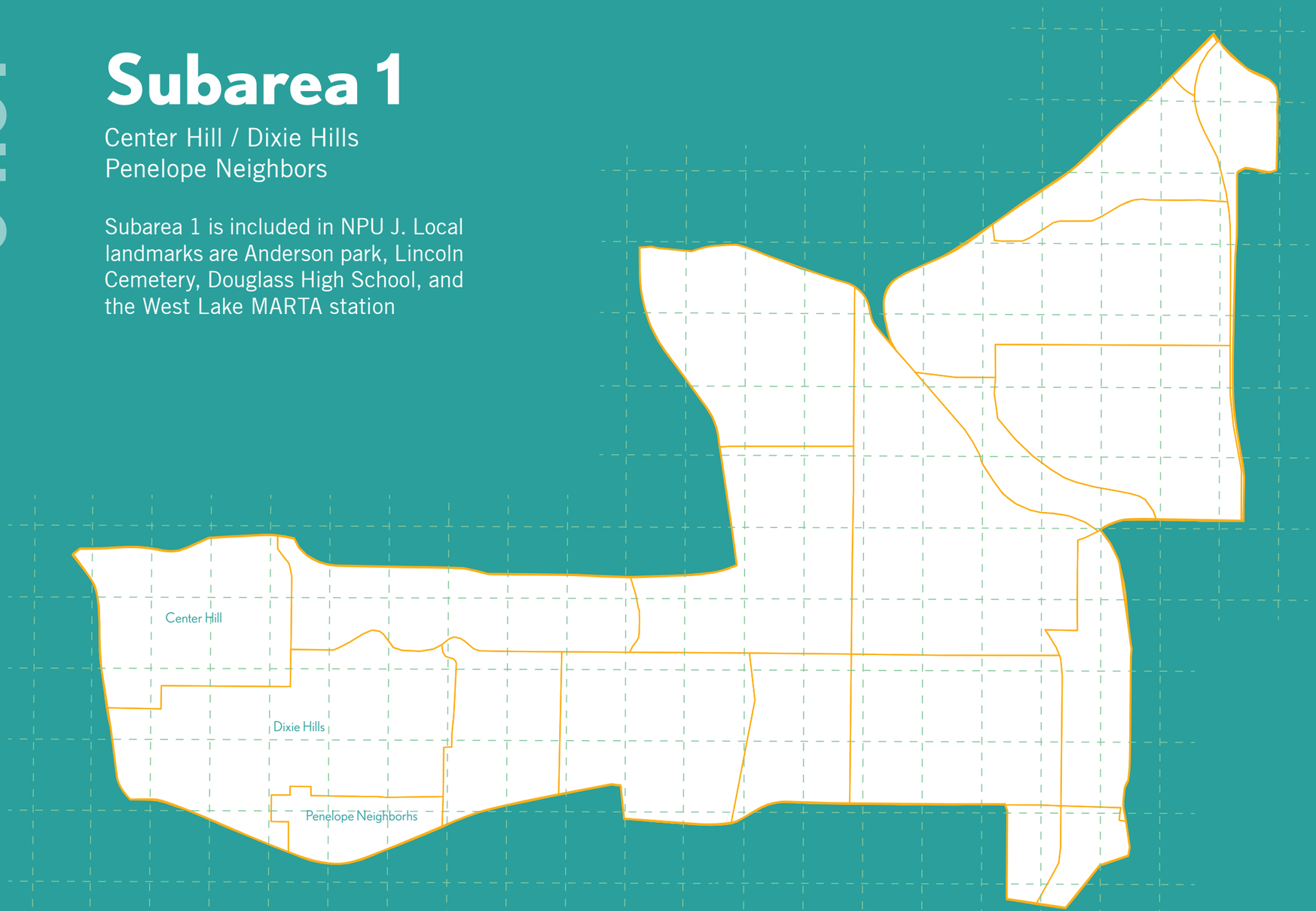
District 3 is home to a large number of sites that have been designated as significant on the National Register of Historic Places including neighborhoods such as Washington Park and Knight Park. In addition several locally designated districts and individual landmarks are in District 3 such as Sunset Avenue, Castleberry Hill, Graves Hall and the Herndon Home. Preserving the unique character of these properties and neighborhoods is vitally important to sustaining the rich culture of Atlanta and the West Side.

04.01

Subarea 1

Center Hill / Dixie Hills
Penelope Neighbors

Subarea 1 is included in NPU J. Local landmarks are Anderson park, Lincoln Cemetery, Douglass High School, and the West Lake MARTA station



"My grandmother, Ms. Kathleen Smith, was a barber and beautician in the neighborhood. She asked the men whose hair she cut to build her a house. With her husband, Reverend Charles Smith, she bought a lot on the corner of Carver Drive and Fairfield Place, in a field of pine trees and built her house in 1941. They used the pine lumber from the lot to make shiplap siding, pine floors, and framing timbers with the bark still on. She had her shop in the basement of this house.

Back in those days, people like my father were farmers and they raised their own food. My grandmother planted all type of fruit trees—plum, apples, figs—and she preserved those foods. They would give it to their neighbors."

—Hugh Watts

PAST
Historic Context.

As the population of Atlanta swelled, shifting color lines between black and white neighborhoods resulted in uneasy tension. Mass protests and panic around the sale of white-owned properties to black buyers in Center Hill and Grove Park climaxed in February, 1956 when a crowd of protestors gathered outside a house off Baker Road. A few days later, after a black buyer had actually moved in, his house was bombed. Days later, two sticks of dynamite blew up the cellar of another black-owned house at on the same street.

Eventually redlined for black residents, these neighborhoods were increasingly cut off from investment as white families fled for the suburbs. By the summer of 1967, the historically quiet, middle class neighborhood was at a tipping point of overcrowding and neglect. Amid a national wave of urban unrest, tensions erupted between police and residents in a Dixie Hills shopping center. The "Dixie Hills Riot" prompted the city to dedicate resources to maintain parks, schools, and repair streets.

In 1979, MARTA's West Lake transit station opened, connecting these once suburban communities to jobs and services in the urban core, but did little to stimulate investment in the Westside. By the late 1990s, the demolition of public housing projects set up these neighborhoods to benefit from major redevelopment projects like the Proctor Creek Trail. Today the advantages of compact, walkable streets and public transit are defining features for future development projects coming to this area.

Community Oral History

1957

"Verbena Street had grocery stores, five-and-dime, barber shops, Yates and Milton Drug Stores. Mom and pop shops. My mother, Lucinda Walker, had a beauty salon in the area, in her home, since 1957. We're still there. A lot of our businesses are hidden. Word of mouth has been working for me for over 37 years."

-Joann Walker Scott

1960s

"I remember the Negro League stadium was located off Tiger Flowers Drive, behind the houses back there. It consisted of billboard signs. I recall those times when, as a boy, we went back there and watched the baseball games. This was in the early '60s. It was probably demolished in the late '70s. I know my father, Clifford Watts, played in the league."

-Hugh Watts

1964

"We moved to Grove Park in 1964, when I was 15. We moved from McDaniel Street in Pittsburgh where my grandmother, aunt, uncle, and father all had homes. The whole family relocated to a block on Elmwood Road in Grove Park. In Grove Park, we had enough backyard to have a detached a garage, a barbeque pit, and a garden. And it was an integrated neighborhood.

I started at West Fulton High School in the tenth grade. They had just started integration. I remember West Fulton played the first integrated high school football game versus O'Keefe High School. We played at Grady's football stadium, even though West Fulton had its own field.

I met my wife that year. Her family was in Center Hill. I would walk over on Sunday on spend a couple hours. What was nice about the community was the commercial district was well separated from residential areas, but you could still walk everywhere."

-Ellis Manns

1970s

"Remember the Lincoln Country Club? Up until the late '70s, they actually had a golf course, a real country club. The go-go club was right next to Lincoln Cemetery. The clientele was everybody, the upper crust, the whole neighborhood, people from outside the neighborhood. People had a wonderful time there. You just had to be careful after a night there, that you didn't crash into a tree driving home."

-Ernestine Nichols

EXISTING CONDITIONS

SUBAREA 1

SA 1 is at the westernmost edge of the district, covering Center Hills, Dixie Hills and Penelope Neighbors. This Subarea has approximately 5,490 residents. Compared to the City of Atlanta and District 3, it has a higher percentage of the population under 18, as well as 65 and older. Of the 1,989 households in the Subarea, 53% are renters and 47% are homeowners. This Subarea has a higher ownership rate than District 3. The unemployment rate of 22% is much higher than District 3 and the City of Atlanta.

5,490 SUBAREA 1 POPULATION

38,715 DISTRICT 3 POPULATION

474,522 CITY OF ATLANTA POPULATION

EMPLOYMENT

SUB AREA 1

22% UNEMPLOYED

78% EMPLOYED

DISTRICT 3

14% UNEMPLOYED

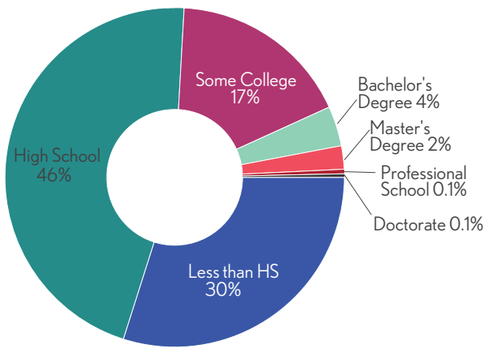
86% EMPLOYED

CITY OF ATLANTA

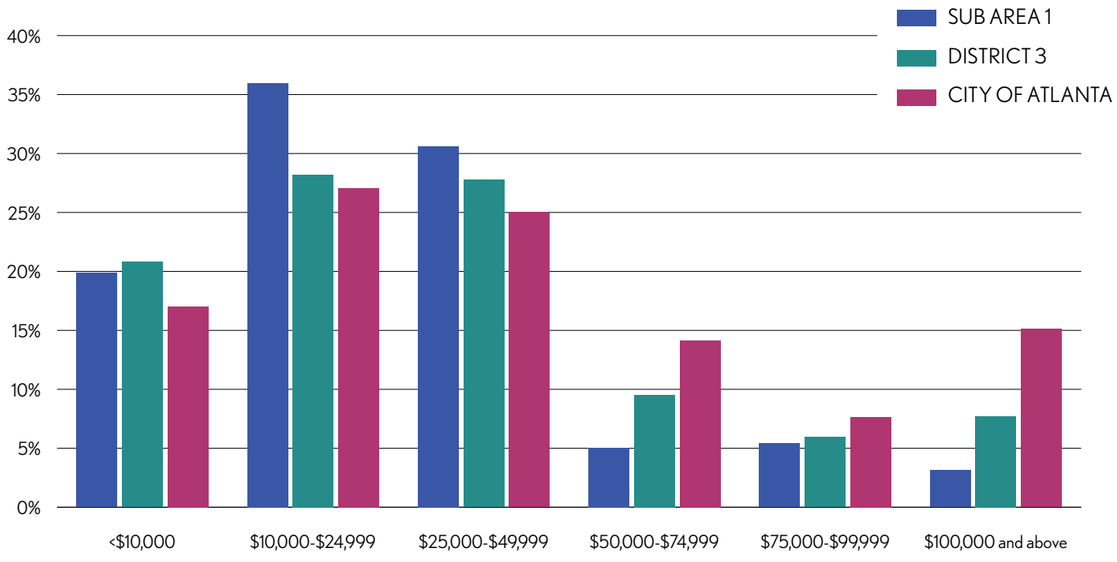
14% UNEMPLOYED

86% EMPLOYED

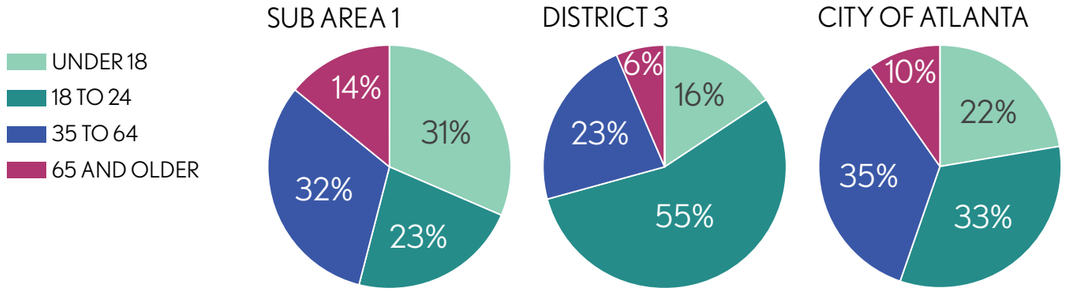
EDUCATION



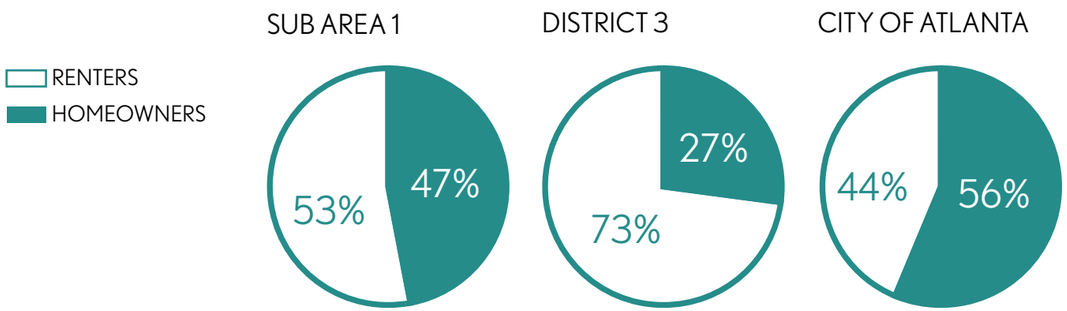
HOUSEHOLD INCOME



DEMOGRAPHICS



HOUSING



1,989 TOTAL HOUSEHOLDS

10,090 TOTAL HOUSEHOLDS

168,147 TOTAL HOUSEHOLDS

MOBILITY

SAFETY
493 crashes

BIKING
Lionel Hampton Trail is the main bicycle facility

SIDEWALKS
20% sidewalk coverage and low intersection density

TRANSIT
The Hamilton E. Homes and Westlake MARTA Stations serve Subarea 1

EXISTING CONGESTION
PM peak period in 2015 include Hamilton E. Holmes Drive, I-20 Westbound, and the I-20 Ramps at Martin Luther King Jr Dr.

FORECASTED CONGESTION
In 2040, PM peak period congestion is anticipated to increase on Hamilton E. Holmes Drive, I-20 Eastbound, and the I-20 Ramps at Martin Luther King Jr Dr.

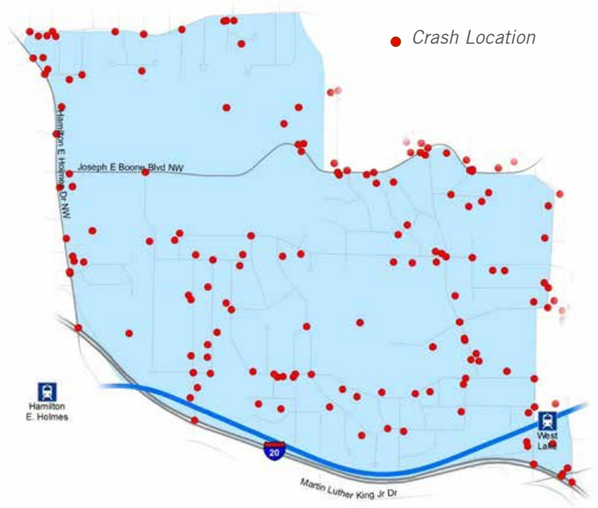
CONNECTIVITY + GREENSPACE
Anderson Park

PREVIOUS PLANS
None of the projects identified in Connect Atlanta or Renew Atlanta have been completed yet in Subarea 1

Existing Traffic Conditions
(PM Peak Level of Service, 2015)

Future Traffic Conditions
(PM Peak Level of Service, 2040)

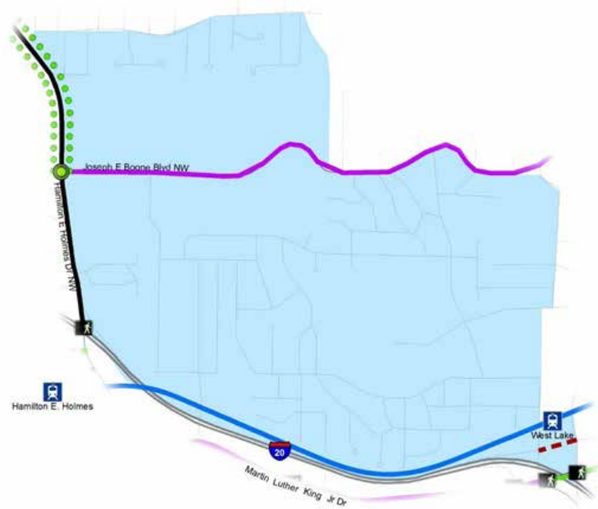
Existing + Planned Bike Facilities



All Crashes

Pedestrian Crashes

Existing Sidewalks



Planned Projects

Subarea 1 Existing Circulation

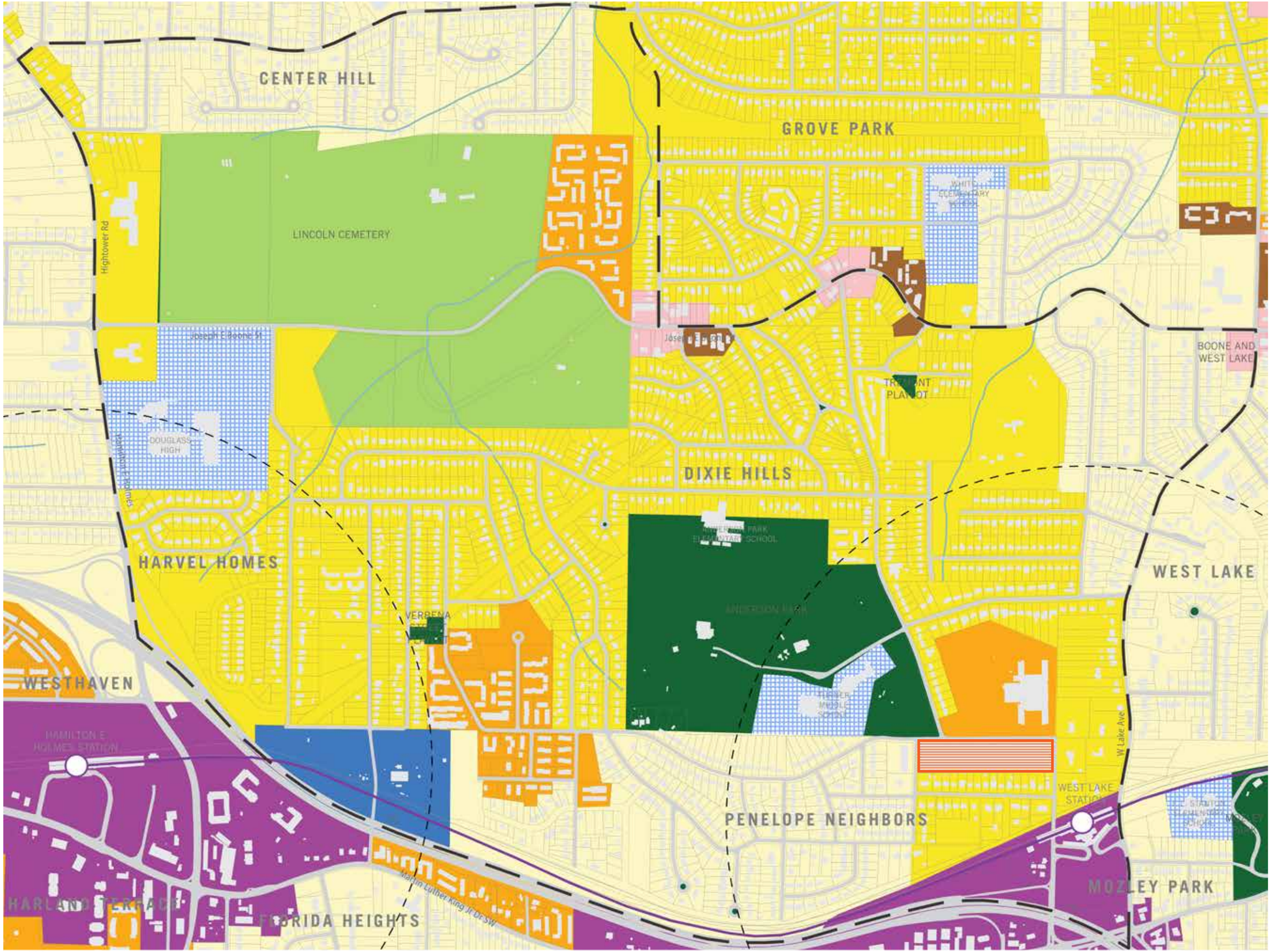
- Subarea Extent
- MARTA Stations
- MARTA Rail
- Streets
- Major Roads
- Expressways

Connect Atlanta Projects:

- *Vehicle Sightlines / Pedestrian Safety*
- *Roundabout*
- *Complete Streets*
- *New Street*
- *Road Widening*

Renew Atlanta Projects:

- *Complete Streets*
- *Signal Communications*



Subarea 1 Future Land Use

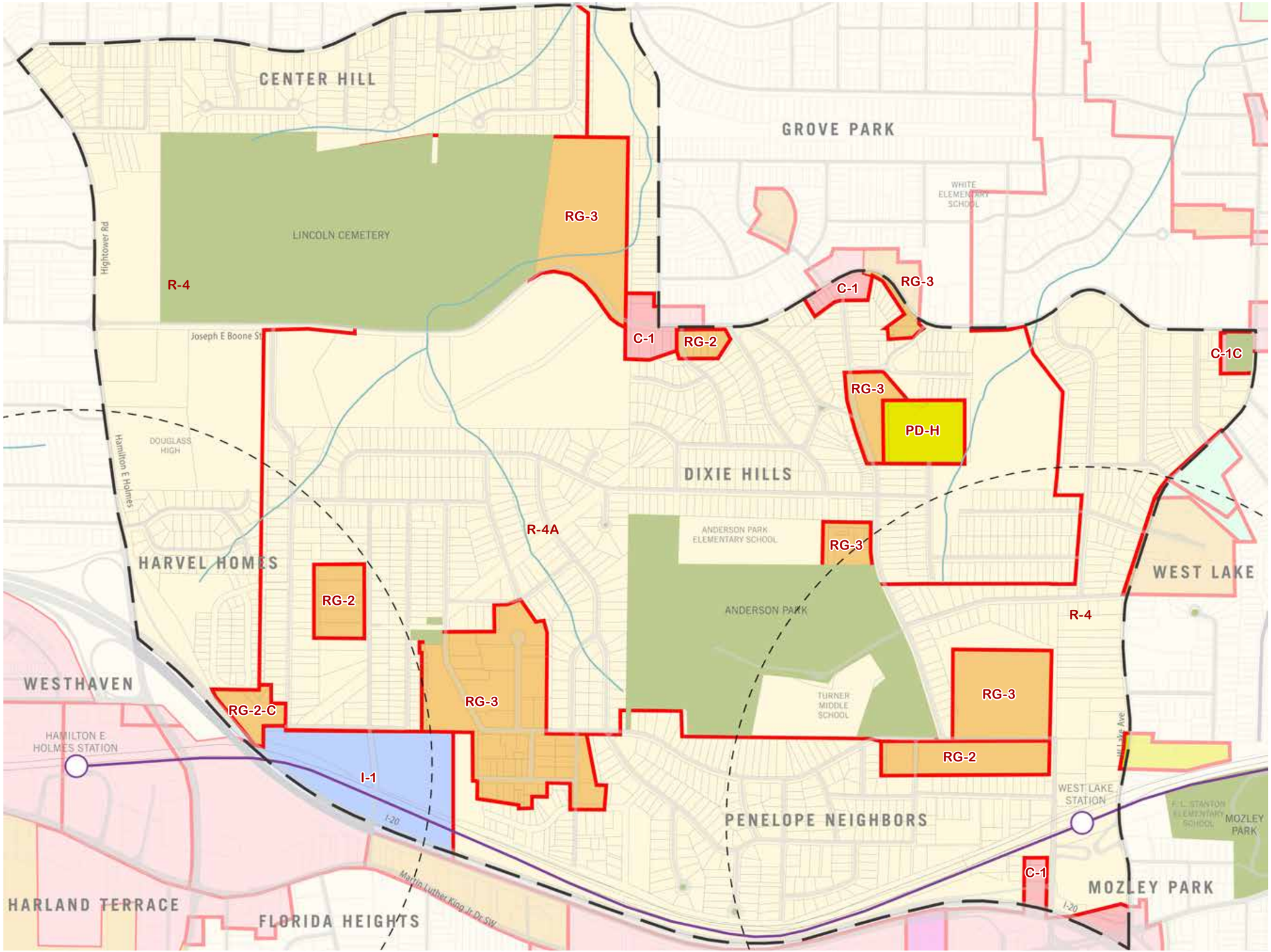
- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office / Institutional
- Office / Insitiution / Residential
- Industrial
- Transportation / Communication
- Mixed-Use
- Open Space (public)
- Open Space (private)
- Community Facilities
- Vacant Land / No Active Use

Current Future Land Uses in SA 1 consists mainly of low density and single family residential with open space at existing parks, as well as low density commercial, medium density residential, and high density residential land uses. There is also mixed-use land use around the West Lake MARTA station.

500 1000 Feet

N

Subarea 1
Existing Zoning



- SPI - Special Public Interest
- Industrial
- Historic & Cultural
- Live-Work
- QOL Multifamily
- QOL Mixed Use
- Commercial
- Neighborhood Commercial
- Residential - Single-Family
- Office Institutional
- Planned Development
- Residential - Duplex
- Residential - Multifamily
- Residential - Limited Commercial
- Zoning District Outline

The vast majority of SA 1 is zoned for single family residential. There are pockets along major roadways that are zoned for higher density multi-family residential and commercial zoning.

500 1000 Feet

N

PRESENT

Issues and Opportunities

The following are some of the emerging themes from feedback provided by residents and stakeholders of Subarea 1 at the May 6 workshop and August 19 recap and through the online survey.

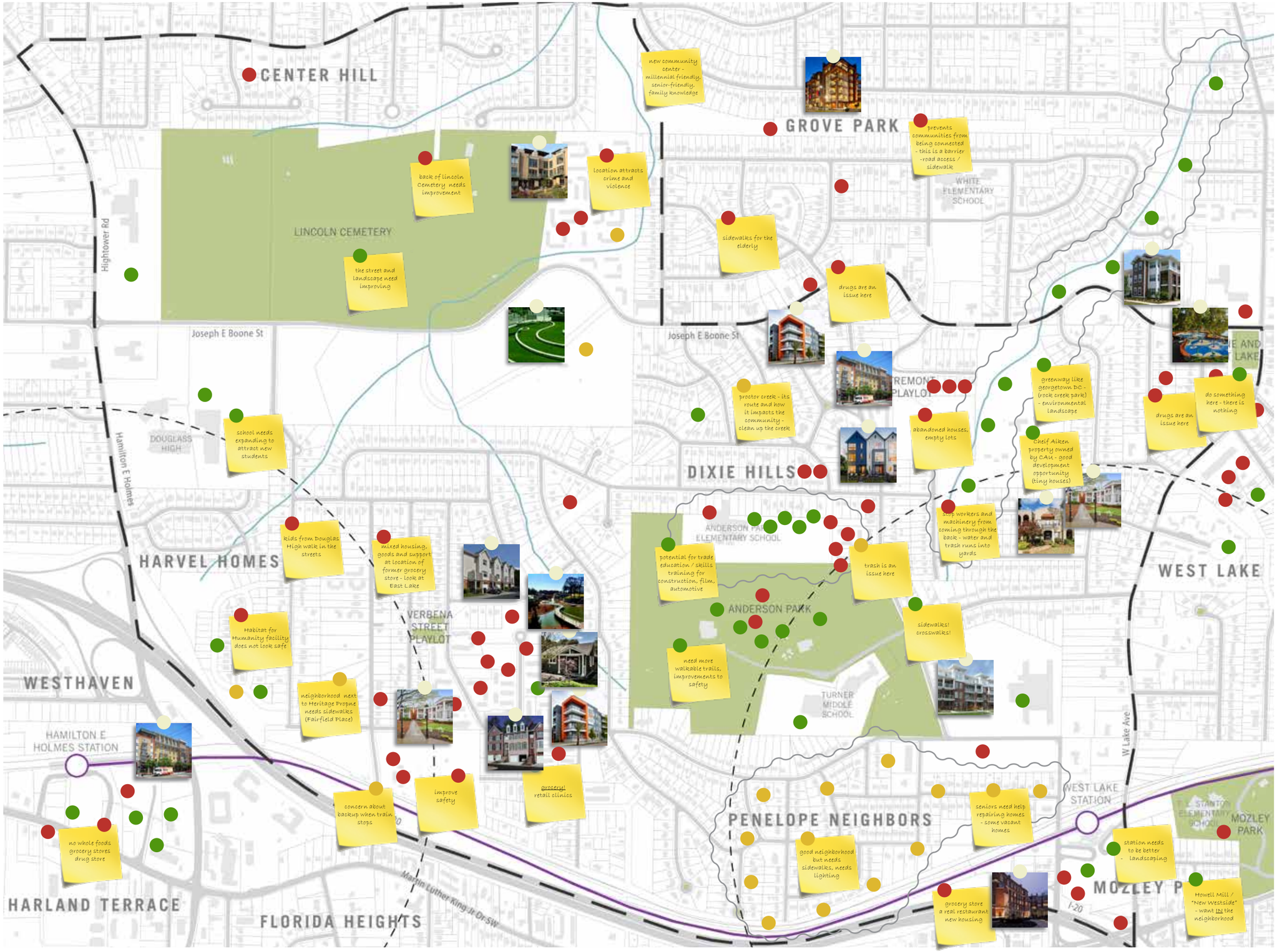
Mobility // Residents expressed a preference for walkable communities and transit options that connected to greater Atlanta. While respondents take pride in the proximity of transit, they express serious concerns about the poor sidewalk conditions that discourage walking both in the neighborhoods and to these stations. Many also call for improvements to the MARTA stations as well, as some are not well maintained.

Neighborhood // Vacant and blighted lots are substantial problems that plague the area. There is presence of drugs and crime, some of which is tied to abandoned buildings. Respondents stated that their home is a refuge from these conditions. Existing residents would like to see properties developed for new owners and renters and as a means of job creation within the neighborhood. They are also concerned about maintaining high-quality local schools to attract families. Problems aside, many stakeholders expressed a sense of pride in the historic neighborhoods, black-owned small businesses, and the deep rooted sense of culture that lives here.

Land Use // Future development should focus on developing vacant properties. Residents want new residential development, but they expressed a need for commercial options close to home. They requested mixed-use commercial centers with shops and restaurants, most specifically a grocery store with healthy food options. These future developments should make affordable and sustainable housing options a major priority. Demand for senior housing was expressed as well.

Services // Sidewalk improvements and lighting were requested on many streets in order to provide a sense of safety/security. Small businesses meeting daily needs close to home were a priority. Similarly, business owners were looking for small business support to keep their establishments on their feet.

Open Space + Environment // Open space discussions mostly centered around Proctor Creek; currently, it is plagued by flooding and stormwater issues. Residents would like to see these issues resolved in a manner that also cleans up the creek and turns it into a rich public feature. Most anticipated a greenway that would also offer neighborhood benefits like dog parks and gathering places. Anderson Park was also a topic of discussion with stakeholders expressing support for redesign and improvement.


CENTER HILL
LINCOLN CEMETERY
Hightower Rd
Joseph E Boone St
DOUGLASS HIGH
Hamilton E Holmes
HARVEL HOMES
WESTHAVEN
HAMILTON E HOLMES STATION
HARLAND TERRACE
FLORIDA HEIGHTS
Martin Luther King Jr Dr SW
VERBENA STREET PLAYLOT
GROVE PARK
WHITE ELEMENTARY SCHOOL
DIXIE HILLS
ANDERSON PARK ELEMENTARY SCHOOL
ANDERSON PARK
TURNER MIDDLE SCHOOL
PENELOPE NEIGHBORS
WEST LAKE
WEST LAKE STATION
W Lake Ave
I-20
MOZLEY PARK
STANTON ELEMENTARY SCHOOL
back of lincoln cemetery needs improvement
the street and landscape need improving
Location attracts crime and violence
new community center - millennial friendly, senior-friendly, family knowledge
prevents communities from being connected - this is a barrier - road access / sidewalk
sidewalks for the elderly
drugs are an issue here
proctor creek - its route and how it impacts the community - clean up the creek
abandoned houses, empty lots
greenway like georgetown DC - (rock creek park) - environmental landscape
drugs are an issue here
do something here - there is nothing
Chief Aiken property owned by CAU - good development opportunity (tiny houses)
trash is an issue here
stop workers and machinery from coming through the back - water and trash runs into yards
potential for trade education / skills training for construction, film, automotive
need more walkable trails, improvements to safety
sidewalks! crosswalks!
school needs expanding to attract new students
kids from Douglas High walk in the streets
mixed housing, goods and support at location of former grocery store - look at East Lake
Habitat for Humanity facility does not look safe
neighborhood next to Heritage Propane needs sidewalks (Fairfield Place)
concern about backup when train stops
improve safety
grocery! retail clinics
no whole foods grocery stores drug store
seniors need help repairing homes - some vacant homes
good neighborhood but needs sidewalks, needs lighting
grocery store a real restaurant new housing
station needs to be better - landscaping
Howell Mill / "New Westside" - want IN the neighborhood

Issues + Opportunities

Strengths

- Anderson Park is a major open space asset but needs trails and safety improvements.
- The Chief Aiken estate is a significant historic property that could be improved with some redevelopment.
- The Proctor Creek tributary streams needs restoration and conversion into linear parks like Rock Springs in D.C.
- The Anderson Park Elementary School building is an opportunity for creative adaptive reuse.

Concerns

- Penelope Neighbors is a stable, historic neighborhood but is beginning to face decline from some vacant homes, a lack of infrastructure like sidewalks and lighting, and safety issues.
- The owners of many homes in Penelope Neighbors need assistance to deal with mounting maintenance costs driven by homeowners insurance requirements.
- The West Lake MARTA station is a mobility asset with strong TOD potential, but appears neglected.

Weaknesses

- There are many vacant and abandoned properties along the Anderson Avenue corridor that need restoration or redevelopment.
- The Hidden Village Apartments are a major blighting factor on the surrounding neighborhood and need redevelopment.

FUTURE

Vision and Recommendations

Subarea One will be defined by its diverse, well-maintained historic neighborhoods linked together by a network of high-quality natural corridors and open spaces

Buildings +Districts//

Subarea 1 is unlike most other parts of District 3 in that it represents different types of suburban residential development from the 1930s and 1940s through the Postwar era in one place while almost entirely capturing the story of the rise to prominence of African-American real estate entrepreneurs like Walter Aiken. This legacy is the foundation of the Subarea Vision: to renew the historic neighborhoods by preserving, strengthening and diversifying the housing stock while fully connecting them to each other and to the wealth of formal and informal open space resources. Moreover, the fact that so many of the district's environmental assets are concentrated in Subarea 1 gives greater urgency to documenting those resources - for example, the creek in Lincoln Cemetery - and exploring preservation and reclamation strategies for them in some detail.

West Lake MARTA station is the main redevelopment opportunity in SA1. This can be accomplished by working with MARTA and adjacent property owners. More details are shown in the Concept Plan. As the primary "Main Street" corridor of District 3, Joseph E. Boone Boulevard plays an important role in uniting the district from west to east as well as organizing the urban form of Subarea 1. While it is an urban street east of West Lake Avenue, once it moves west it winds through a hilly Piedmont landscape, which is surprisingly remarkable for being only three miles from Downtown Atlanta. This rural character is contrasted and complemented by the small stretch of commercial and multifamily buildings between Anderson and New Jersey avenues, some of which are deteriorated or abandoned. Because of its design potential and the scarcity of local-serving retail in Dixie Hills, it is essential that this section of Boone be **redeveloped as a mixed-use neighborhood center** for the surrounding residential areas.

Anderson Avenue is also a strategically important corridor in Subarea 1. Like Boone it once had traditional houses and corner stores – some of unique and rare stone construction - that are now abandoned or demolished. The highly picturesque character of the street is obscured by its blighted conditions, but can be restored by **small-scale residential infill** and reuse of the remaining stone structures, especially at the critical intersection with Tiger Flowers Drive.

Another major redevelopment opportunity is the **Hidden Valley apartment complex and surrounding vacant land**. While the buildings are abandoned and fire-damaged, the courtyard design and small, dispersed parking lots make the project compatible in scale with nearby homes and lower its environmental footprint. The presence of its original shopping building makes the development a rare example of an intact postwar housing community which is rapidly disappearing from Atlanta's built environment. Many of the buildings are beyond repair, but **careful redevelopment blending new construction and reuse** could transform the project into a desirable residential destination that fuses historic narrative with mid-century design sensibilities and green building technology. Additional redevelopment of aging and abandoned properties along Fairfield Place could mimic the design approach of Hidden Valley.

Forests+Streams //

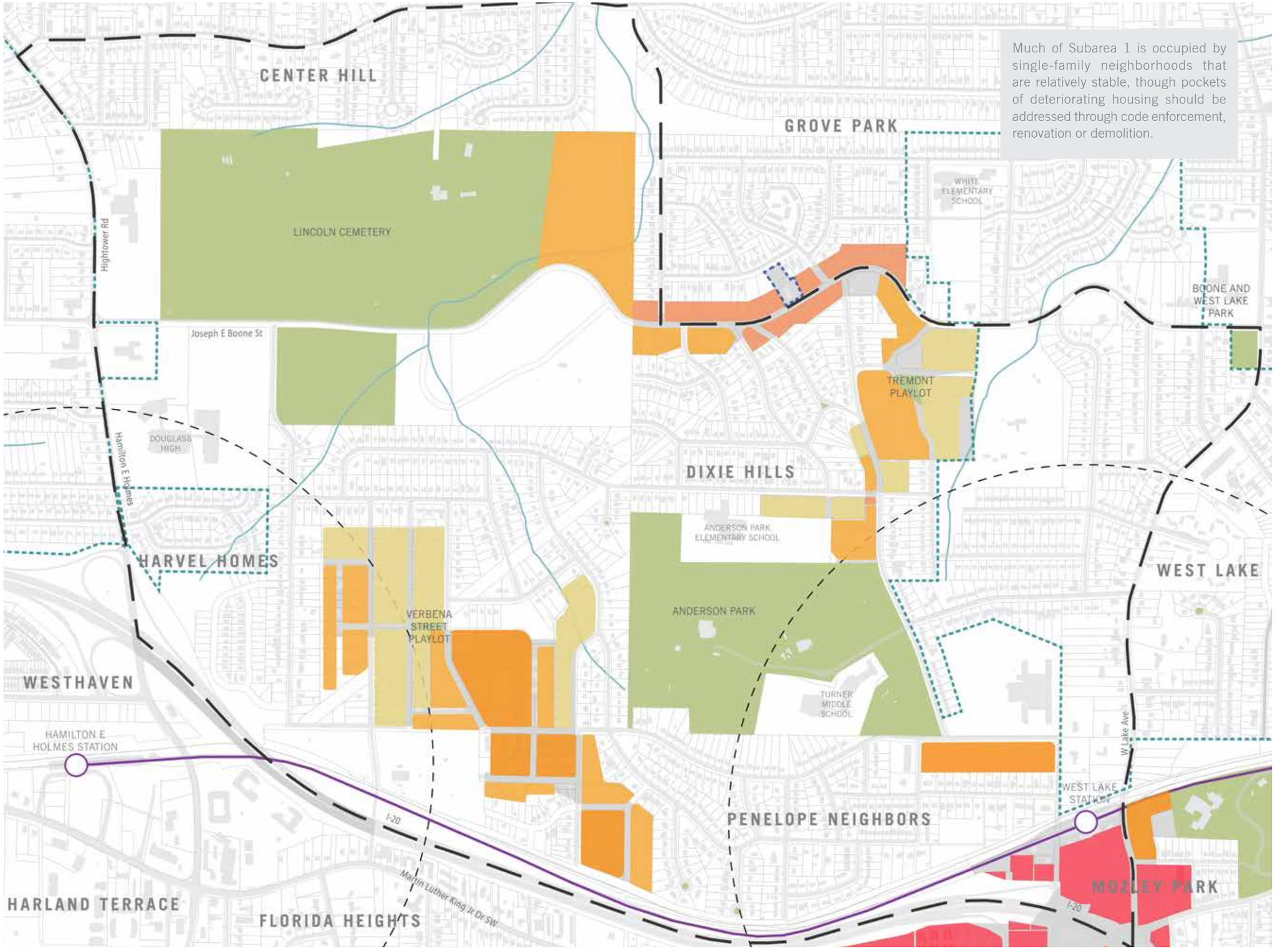
The development of Subarea 1 was undoubtedly influenced by the rolling countryside when they laid out the picturesque winding streets of Dixie Hills. Much of that nature is still intact, especially in the forests surrounding the Aiken Estate, Anderson Park facilities and the WGST radio transmitter. This **native forest and its wetlands should be preserved and maintained** as one of the Westside's most significant natural assets, with **long-term reforestation** of the radio transmitter property, **naturalization of the Proctor Creek tributary** skirting Lincoln Cemetery, and **invasive species removal** in select places where infestation is heavy. Anderson Park is especially critical to the conservation program of District 3 because it is such a large tract of public land with impressive tree cover. A **conservation-based master plan for the park** that includes the adaptive reuse of the shuttered elementary school and linkages to the Aiken Estate is essential to developing a program of improvements, identifying projects that take advantage of the momentum around Proctor Creek activism and citywide resilience.

Streets+Sidewalks//

On mobility, Connect Atlanta Plan and the West Lake LCI recommended several transportation projects in this Subarea. The Renew Atlanta Program also has several projects in this area. Building on previous recommendations, **expanding the street network** in key locations and **installing new streetscapes** in tandem with other open space and transportation projects will improve connectivity and reduce dependency on single occupancy vehicles. For example, installation of complete streets and new streetscapes provide a great opportunity for the city to install **bike lanes, pedestrian infrastructure, permeable pavements, and green infrastructure.** And **adding streets** in the Hidden Valley area eliminates dead-ends and provides more safe ways for residents to get around.

Finally, despite the lack of existing bicycle facilities, there are ample opportunities to **bridge the gap for last mile bicycle and pedestrian connections to the H.E. Holmes and West Lake MARTA stations.** Sidewalk reconstruction should be prioritized along highly utilized roads in the subarea, such as Joseph E. Boone and Anderson Road. Sidewalk connectivity and intersection density should be increased near areas of high pedestrian activity, such as MARTA Stations. The increase of intersection density will also allow for an increase in last mile connectivity.

Land Use + Development Framework Plan



Much of Subarea 1 is occupied by single-family neighborhoods that are relatively stable, though pockets of deteriorating housing should be addressed through code enforcement, renovation or demolition.

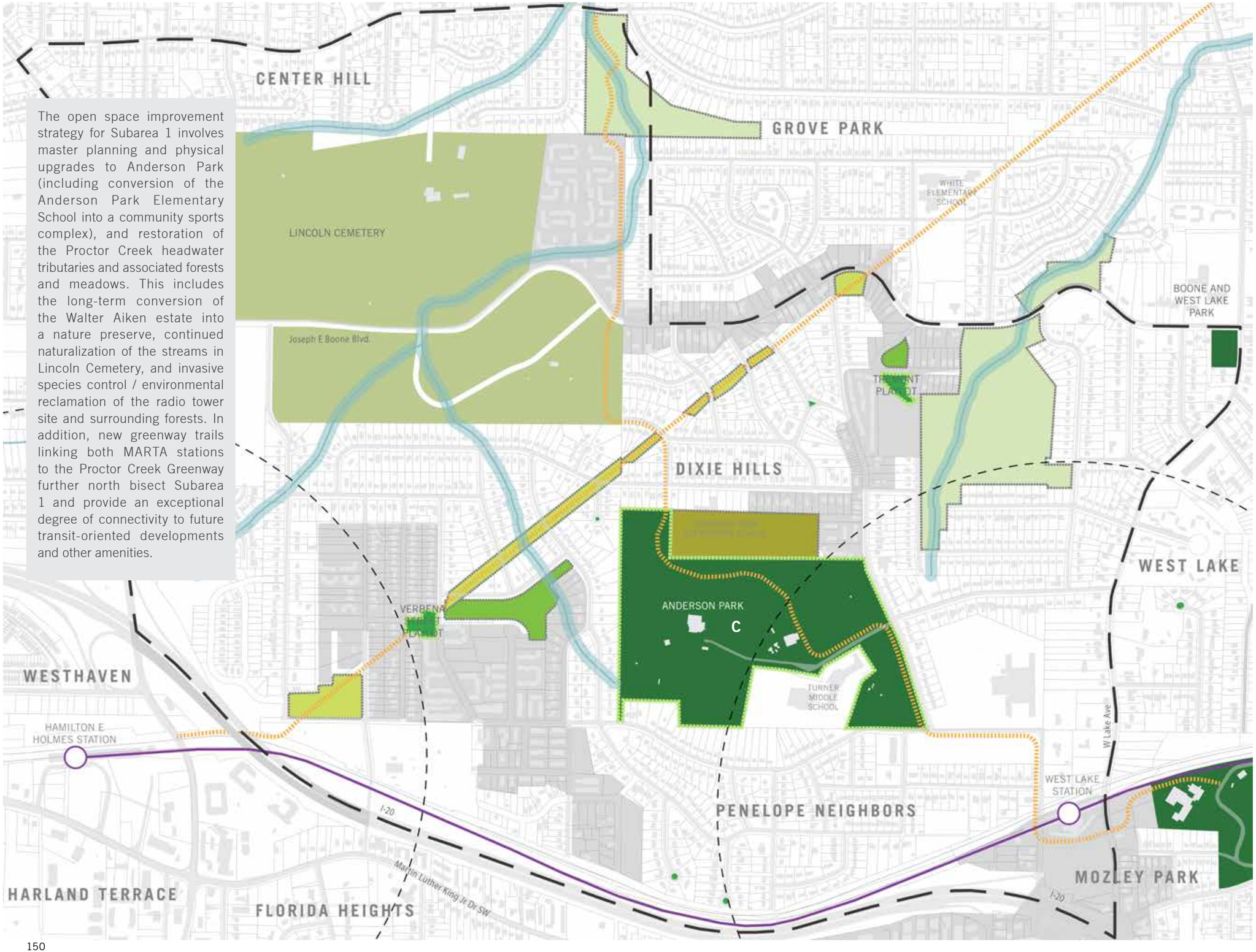
- Single-Family Stabilization / Infill
- Twin, Row + Courtyard Housing
- Multistory Multifamily
- Neighborhood Centers
- Area Activity Centers
- Regional Urban Core
- Industrial / Innovation Space
- Community Facilities
- Heritage Resources

The redevelopment areas shown in color in this diagram provide necessary room for introduction of neighborhood commercial or denser housing typologies to add capacity and variety to the dominant single-family landscape. The western end of Joseph E. Boone Parkway, for example, is a place where a limited amount of neighborhood retail historically existed, but has deteriorated or been displaced. The plan envisions the creation of a newer, stronger neighborhood center with pockets of “missing middle” housing to parallel improvements in the surrounding neighborhoods. Denser housing on strategic infill sites is also proposed for the Anderson Avenue corridor and the terrain around a redeveloped Hidden Village Apartments. Finally, a new transit-oriented development should replace the underutilized land and surface parking at the Westlake MARTA station.

500 1000 Feet

N

Parks + Natural Areas Framework Plan



The open space improvement strategy for Subarea 1 involves master planning and physical upgrades to Anderson Park (including conversion of the Anderson Park Elementary School into a community sports complex), and restoration of the Proctor Creek headwater tributaries and associated forests and meadows. This includes the long-term conversion of the Walter Aiken estate into a nature preserve, continued naturalization of the streams in Lincoln Cemetery, and invasive species control / environmental reclamation of the radio tower site and surrounding forests. In addition, new greenway trails linking both MARTA stations to the Proctor Creek Greenway further north bisect Subarea 1 and provide an exceptional degree of connectivity to future transit-oriented developments and other amenities.

Existing Park Classifications

- R/C — Regional or Community Park
- Neighborhood Park
- B — Block Park / Playlot
- Green Spot
- Trail Corridor
- Plaza
- Special Facility

Additional Classifications

- Conservation Park
- Nature Preserve
- Community Center

- New or Expanded Park
- Improved Existing Park
- Redevelopment Areas
- Riparian Restoration Corridors
- BeltLine Greenway Trail
- Other Trails (Proposed)

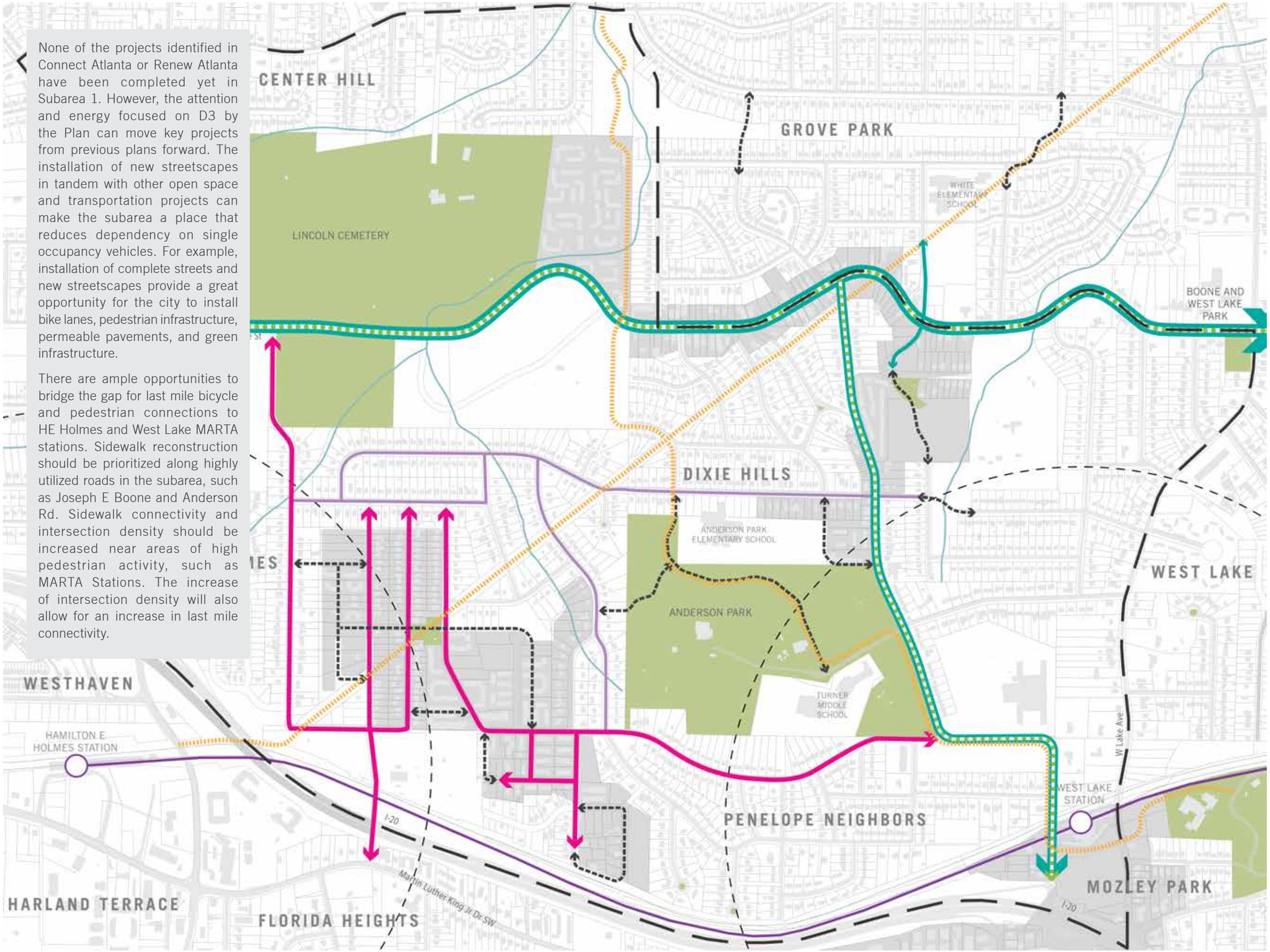
Subarea 1 has the greatest amount of preserved natural environments and green spaces in all of District 3. Centered on the 57-acre Anderson Park (the West Side equivalent of the East Side's Candler Park), it has additional open areas like Lincoln Cemetery and the WGST radio tower that contribute to rural character. It also contains headwaters of Proctor Creek and the estate of Walter "Chief" Aiken that are additional landscape resources deserving of restoration and protection.

500 1000 Feet

N

None of the projects identified in Connect Atlanta or Renew Atlanta have been completed yet in Subarea 1. However, the attention and energy focused on D3 by the Plan can move key projects from previous plans forward. The installation of new streetscapes in tandem with other open space and transportation projects can make the subarea a place that reduces dependency on single occupancy vehicles. For example, installation of complete streets and new streetscapes provide a great opportunity for the city to install bike lanes, pedestrian infrastructure, permeable pavements, and green infrastructure.

There are ample opportunities to bridge the gap for last mile bicycle and pedestrian connections to HE Holmes and West Lake MARTA stations. Sidewalk reconstruction should be prioritized along highly utilized roads in the subarea, such as Joseph E Boone and Anderson Rd. Sidewalk connectivity and intersection density should be increased near areas of high pedestrian activity, such as MARTA Stations. The increase of intersection density will also allow for an increase in last mile connectivity.



Circulation Framework Plan

Street Network Improvements:

New Street Connection

Intersection Upgrade

Complete Streets Improvements:

With bike facility

Without bike facility

Dedicated Bike Facilities:

Existing

Proposed

Pedestrian Space Improvements:

New Streetscape

New Multiuse Trail

Improvement to Existing Sidewalk

Rail Transit Improvements:

Heavy Rail Line / Station

Light Rail Line / Station

Redevelopment Areas

There is only one corridor with existing bicycle facilities. With analysis of crash data and the vulnerability of cyclists and pedestrians, previous proposed plans for bicycle facilities should be included to ensure the safety of cyclists and drivers, especially with the addition of Relay Bike Share in the fabric of Sub Area 1. Proposed locations would be the Hamilton E Holmes MARTA Station, West Lake MARTA Station for transit connectivity. Installation of bicycle racks at the West Lake MARTA station as well as bicycle racks at commercial areas. The Anderson Recreational Center and Sadie G Mays Rehabilitation Center would be other nodes of connectivity since they are frequented by community members.

500 1000 Feet

N

STREETSCAPE IMPROVEMENT

Anderson Avenue

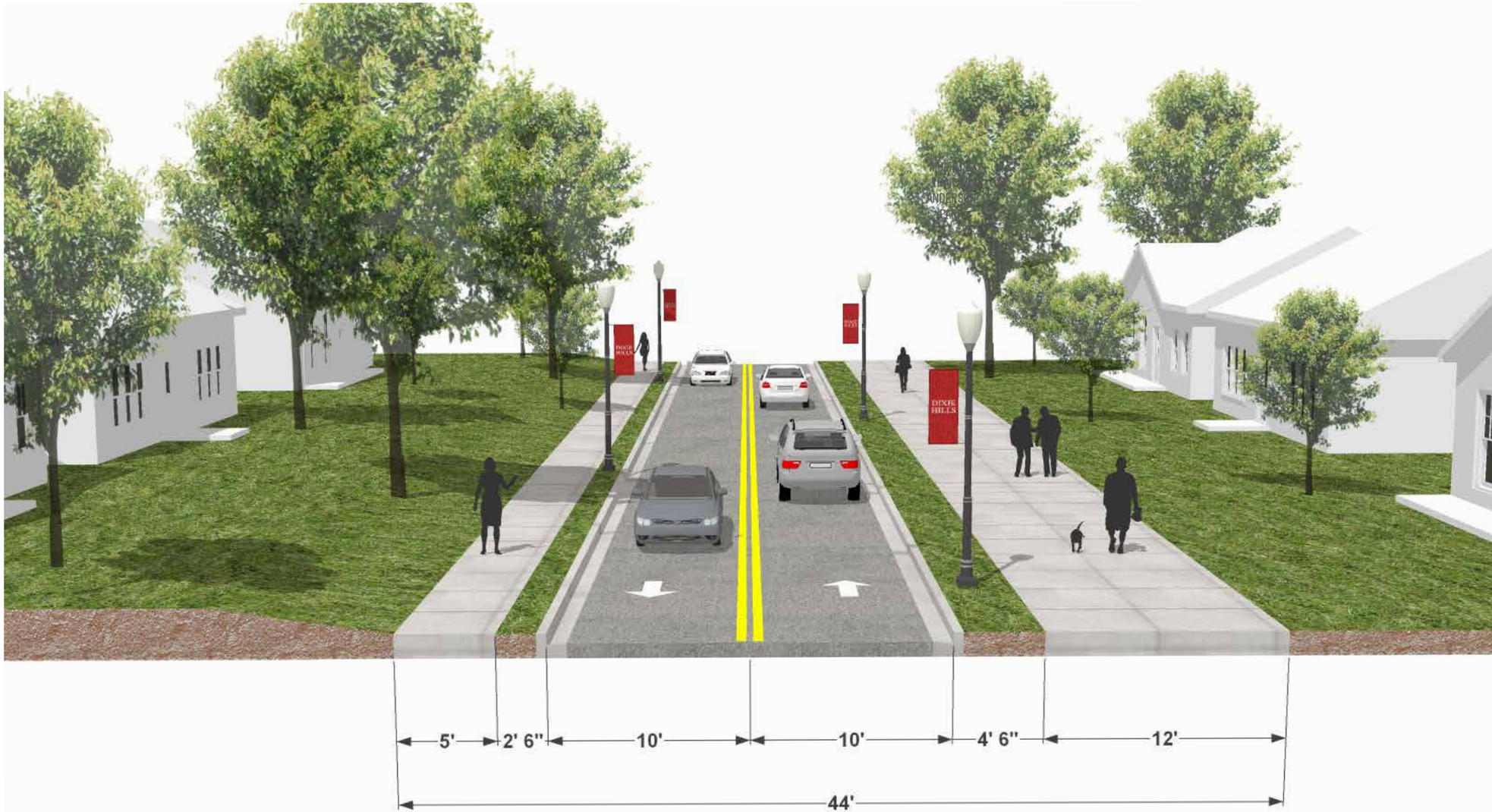
Anderson Street - Existing

In each subarea, key corridors were identified for analysis and recommended improvements. In Subarea 1, Anderson Avenue, which runs north/south, serves as a major transportation route.

Current cross sections of Anderson Avenue have inconsistent streetscapes. Utility poles take up space that could be used for wider sidewalks or potential street trees. Also, there is a lack of pavement markings for all modes of transportation.

Key Improvements

- Wide sidewalks on both sides of the street
- Buried utilities
- Street lighting
- Planted buffer strips with street trees



CONCEPT PLAN

West Lake MARTA TOD

Located at the gateway to District 3 from Interstate 20, the West Lake MARTA station has the potential to be a major economic and community anchor even though it has a relatively small footprint compared to other MARTA transit-oriented developments. The convergence of three major thoroughfares gives the station a strong position in the local street network; and its proximity to Westview Cemetery—one of Atlanta's most beautiful examples of picturesque landscape architecture—only enhances its potential as a high-quality mixed-use site.

This catalyst project strategically clusters a wide variety of functions around the transit stop through the placement of a central plaza on the station's doorstep (1). Containing a redesigned bus drop-off, this plaza functions not only as a formal entry to the station, but as a forecourt to a potential community center or YMCA (2) across West Lake Avenue that would function as the gateway to the historic Westlake neighborhood. The facility could contain a variety of uses (including possible program linkages with Frank L. Stanton Elementary) and be designed with a central passage leading to the Lionel Hampton Trail and a woodland amphitheater (3) that has the effect of pulling Mozley Park closer to the station. Redevelopment of the parking lots and surrounding vacant land could include residential mixed-use (5) similar to the type being developed at other stations like Edgewood and Avondale, as well as townhouses (4) to transition to the existing single-family homes. To the west, new office / commercial mixed-use development (7) could take advantage of the easy access to the I-20 as well as a new shared parking facility (6) for MARTA riders and residents. Additional transit-accessible housing could be provided to the north in a diverse mix of senior apartments (8) and "missing middle" housing typologies (9-10).

This Concept plan is illustrative of the type of development that could occur at this site. Many factors such as zoning, market, funding, environmental constraints etc. play a role in determining what is built on a site.

See following pages for images of comparable development character

SADIE G. MAYS HEALTH & REHABILITATION CENTER

West Lake Avenue

Verbena Street

FUTURE VERBENA STREET APARTMENTS

Anderson Avenue

08

09

Penelope Road

MOZLEY PARK

STANTON ELEMENTARY SCHOOL

02

01

03

07

06

04

Browning Street

MLK Drive

05

Interstate 20

Ralph David Abernathy Boulevard

WESTVIEW CEMETERY

CONCEPT PLAN

West Lake MARTA TOD

Estimated Development Program:

~720-900 parking spaces (shared deck)
~300-360 apartments
90-110 in wrapped deck
210-250 in freestanding buildings
~22 townhouses
~210,000 sf office / commercial
~10,000-20,000 sf retail
~15,000 sf community

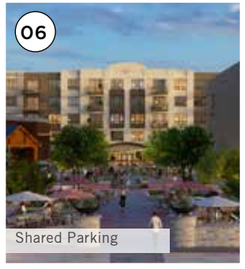
MARTA Station Square

Community Center

Woodland Amphitheater

Urban Townhouses

Residential / Mixed-Use



Shared Parking

Office / Mixed-Use

Senior Housing Community

Courtyard Apartments

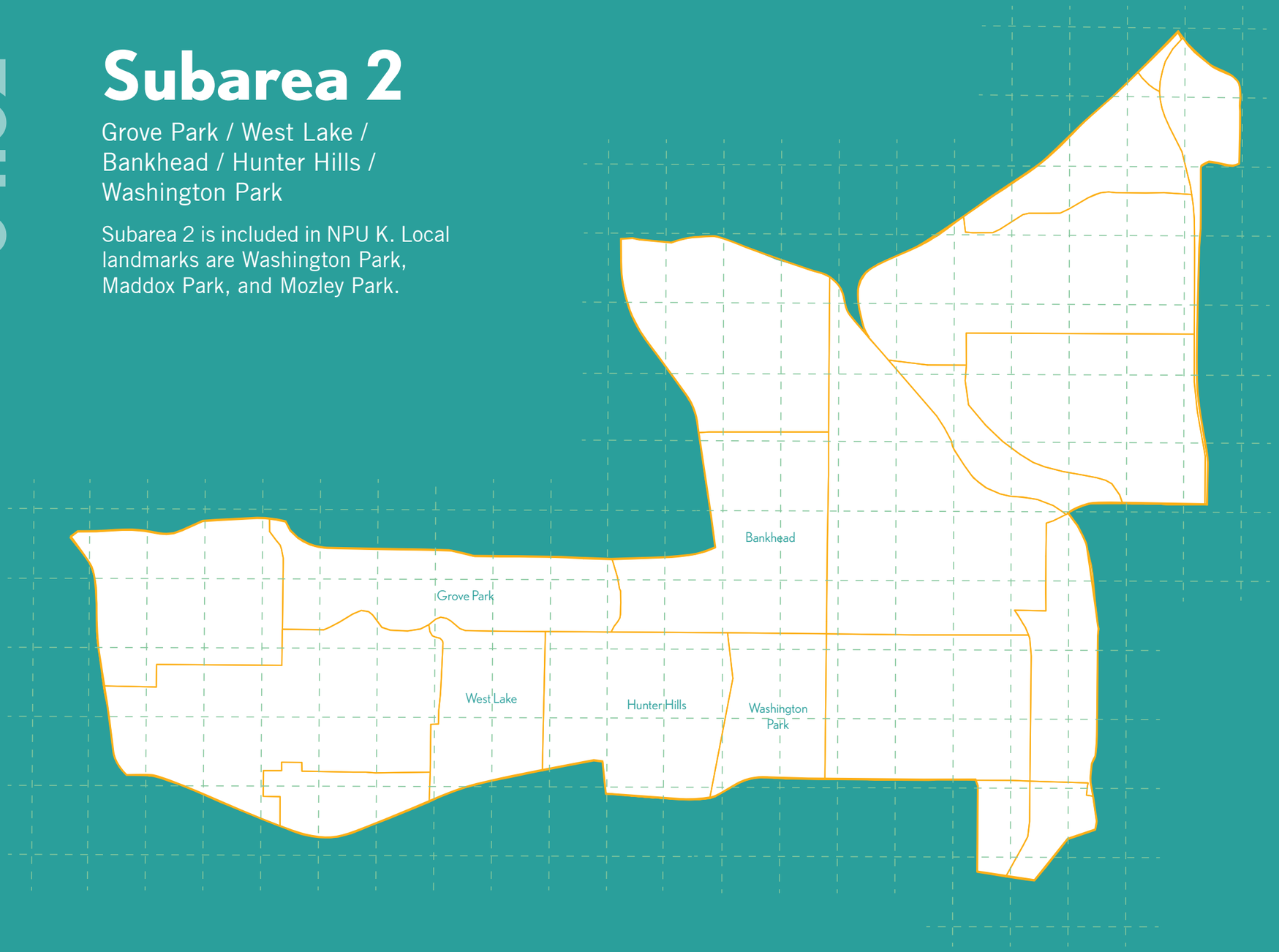
Cottage Court

04.02

Subarea 2

Grove Park / West Lake / Bankhead / Hunter Hills / Washington Park

Subarea 2 is included in NPU K. Local landmarks are Washington Park, Maddox Park, and Mozley Park.



"One of the greatest things was going to Paschal's. When they moved across the street, I went there several times a week to get a fried chicken sandwich for 50 cents. I could walk there in 12 minutes.

You could go to Paschals' and see any prominent black figure. I saw Dick Gregory, Nina Simone. I saw Cassius Clay and Muhammad Ali, if you know what I mean. It was no big deal for me to see Martin Luther King.

We didn't have a car until I was in the 8th grade. We took the streetcar, the bus. Later on we had the Dixie Hills bus, down Ashby/Lowery, up Boone/Simpson. I got off at the first black fire station on Simpson/Boone.

That fire station was built in the site of the Tiger Flowers mansion. I visited once and saw the marble fountains, tilework, masonry, gardens, and great magnolias. It rivaled any European villa."

—Carol Ann Dove

PAST
Historic Context.

Grove Park was developed in 1913 by Dr. Edwin Wiley Grove, a pharmaceutical magnate who also built Atkins Park near Virginia-Highland. It was originally named “Fortified Hills” as a reference to the Civil War Battle of Ezra Church Road fought only 40 years prior. Part of a wave of similar neighborhood developments around Atlanta, it was marketed to well-to-do white families seeking respite from the city. By the postwar population boom of the 1940s, Grove Park was surrounded by areas slated for “negro expansion.”

On the other side of the tracks, literally, Atlanta’s “negro sections” west of downtown grew around Atlanta University into a citadel of black commerce, education, and culture. At the same time as the Harlem Renaissance, Atlanta’s African-American scholars, professionals, entrepreneurs, and luminaries like boxer “Tiger” Flowers, built their own homes, careers, and lives in the segregated world between Simpson Road and West View Drive.

The Washington Park neighborhood was the first planned suburb in the City of Atlanta developed for African-Americans by Heman E. Perry between 1919 and 1924. In 1919, Washington Park became the first park designated as recreational greenspace in Atlanta for African-Americans. Then during the 1940s and 1950s, Hunter Hills came to life as a product of African-American residential expension negotiated between white neighborhoods and black realtors. Hunter Hills was partially responsible for the economic rise in Atlanta after World War II.

Through the 1950s and 60s, Simpson Road was a vibrant corridor of independent, black-owned stores, offices and developments. Many African-American residents displaced by interstate construction and urban renewal projects relocated here.

This legacy of black excellence was fertile ground for the Civil Rights movement, which had its unofficial headquarters at the neighborhood landmark Paschal’s Restaurant, which opened in 1947 just outside of this subarea.

During the 1960s, Interstate 20 was constructed with a path through the Westside that served as a racial boundary between white and black neighborhoods. The color line did not hold for long, but the interstate did have the lasting, negative effect of disconnecting homes, schools, and parks.

Community Oral History

1942

“I was born and raised in Hunter Hills. In fact, I was delivered in the car, on the way to Grady. My grandmother’s house was built in 1942, the first house on Edwards Street, which was just a gravel road at the time. All the men built the houses themselves.

We grew tomatoes; had a plum and a fig tree. I remember being in the backyard playing, digging in the garden, planting flowers.

We could walk to Cooper’s Drug Store on Simpson or Warrior’s Grocery Store. We could walk to Turner High School; I graduated in 1974. We’d walk past a creek. My brothers would play in the creek, play with tadpoles until they were late for school. I moved to Bankhead Courts at age 18, but came back home to the house on Edwards Street.”

-Debbie Bracey

1957

“We used to stay on McDaniel Street in Pittsburgh. The expressway was coming, so a lot of neighbors moved from there. They just tore down our house, but I-20 didn’t even go near our house. They buy up all the stuff whether they’re going to use it or not. They really don’t care that it was yours.

I’ve been here since 1957. When we moved here most people didn’t have inside plumbing. It was outhouses and wells. If you had outhouses, they built a bathroom on the back porch.

My mama took in sewing, cooking. She cooked dinners to-go. Kept folks’ children, fixed hair. Just being neighborly. Plenty of times we had people stay with us. We would have people coming from Memphis or Florida for Baptist Church conventions. People slept on mattresses, on sofas, on cots. Sometimes 25 people stayed at our house, and we fixed breakfast.

They said, “go stay at Ms. Winn’s house,” because they didn’t have hotels for black people. We had to use the Green Book. The Waluhaje was the only black hotel. There were a lot of high school parties there, coming out parties. But I wasn’t a debutante. When I turned 16, I was just 16.”

-Regina Rush

1985

“You need to know about Turner High School. It’s on Anderson Avenue and it’s now a KIPP Academy. I graduated from Henry McNeal Turner High School in 1985. It was the most prestigious high school for black students in Atlanta’s segregated public school system. Hamilton E. Holmes and Charlayne Hunter-Gault both graduated from Turner High in 1959, then went on to be the first black students to integrate UGA.”

-Kim Wilcher

EXISTING CONDITIONS

SUBAREA 2

SA 2 is in the middle of the district, covering Grove Park, Westlake, Bankhead, Hunter Hills, and Washington Park. This Subarea has approximately 7,066 residents. Compared to the City of Atlanta and District 3, it has a higher percentage of the population that is over 35. Of the 4,682 households in the Subarea, more than two-thirds are renters. This Subarea has a labout the same home ower ownership than District 3. The unemployment rate of 24% is much higher than District 3 and the City of Atlanta.

7,066 SUBAREA 2 POPULATION

38,715 DISTRICT 3 POPULATION

474,522 CITY OF ATLANTA POPULATION

EMPLOYMENT

SUB AREA 2

24% UNEMPLOYED

76% EMPLOYED

DISTRICT 3

14% UNEMPLOYED

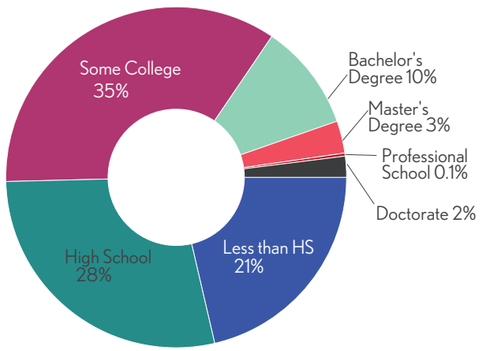
86% EMPLOYED

CITY OF ATLANTA

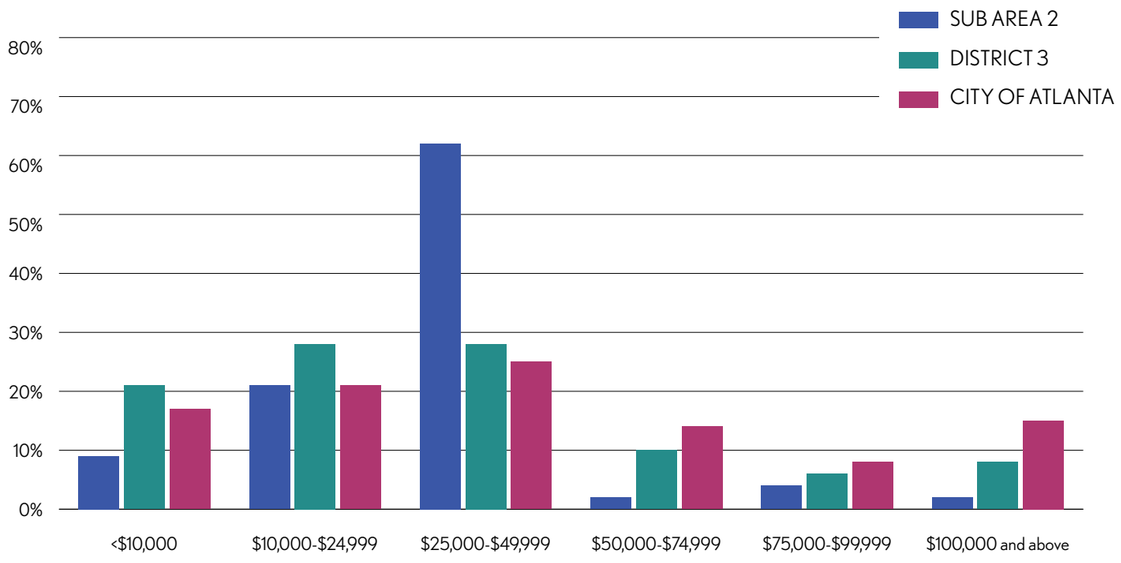
14% UNEMPLOYED

86% EMPLOYED

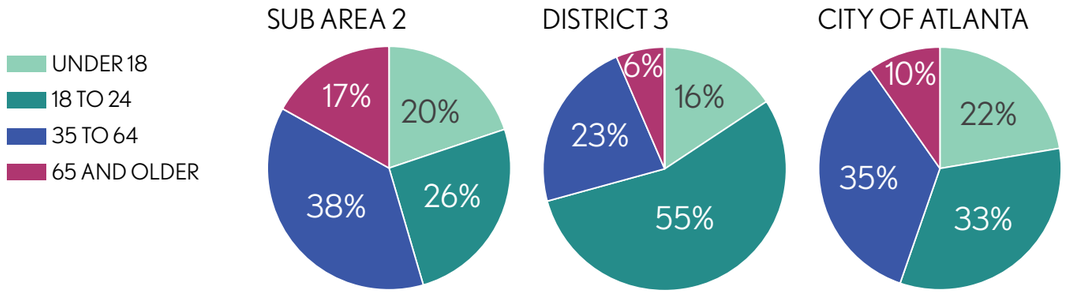
EDUCATION



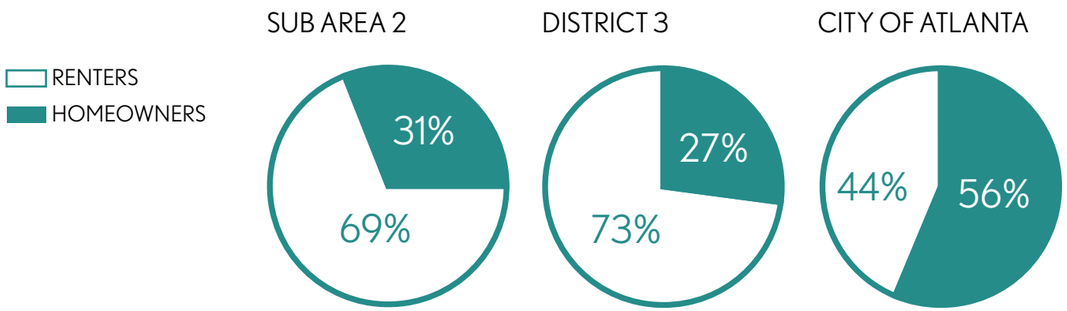
HOUSEHOLD INCOME



DEMOGRAPHICS



HOUSING



4,682 TOTAL HOUSEHOLDS

10,090 TOTAL HOUSEHOLDS

168,147 TOTAL HOUSEHOLDS

MOBILITY

SAFETY
1,038 crashes

BIKING
Relay Bike Station at Ashby Station

SIDEWALKS
50% sidewalk coverage

TRANSIT
West Lake, Bankhead, and Ashby MARTA Stations are along the edges of the Subarea

EXISTING CONGESTION
Roadways experiencing congestion during the PM peak period in 2015 include Joseph E Lowery, Chapel Road, with LOS C/D

FORECASTED CONGESTION
In 2040, PM peak period congestion is anticipated to increase on Joseph E Boone and Joseph E Lowery to LOS C and F, respectively.

CONNECTIVITY + GREENSPACE
Maddox Park, Washington Park, Mozely Park

PREVIOUS PLANS
None of the projects identified in Connect Atlanta or Renew Atlanta have been completed yet in Subarea 2

Existing Traffic Conditions

(PM Peak Level of Service, 2015)

Future Traffic Conditions

(PM Peak Level of Service, 2040)

Planned Projects

Subarea 2 Existing Circulation

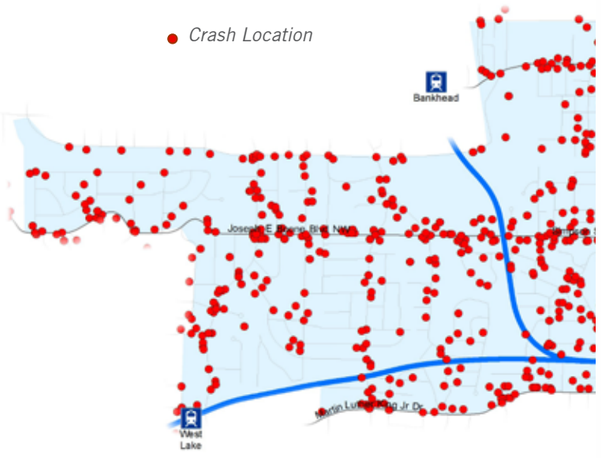
- Subarea Extent
- MARTA Stations
- MARTA Rail
- Streets
- Major Roads
- Expressways

Connect Atlanta Projects:

- *Vehicle Sightlines / Pedestrian Safety*
- *Roundabout*
- *Complete Streets*
- *New Street*
- *Road Widening*

Renew Atlanta Projects:

- *Complete Streets*
- *Signal Communications*



All Crashes

Pedestrian Crashes

Existing Sidewalks

Subarea 2
Future Land Use

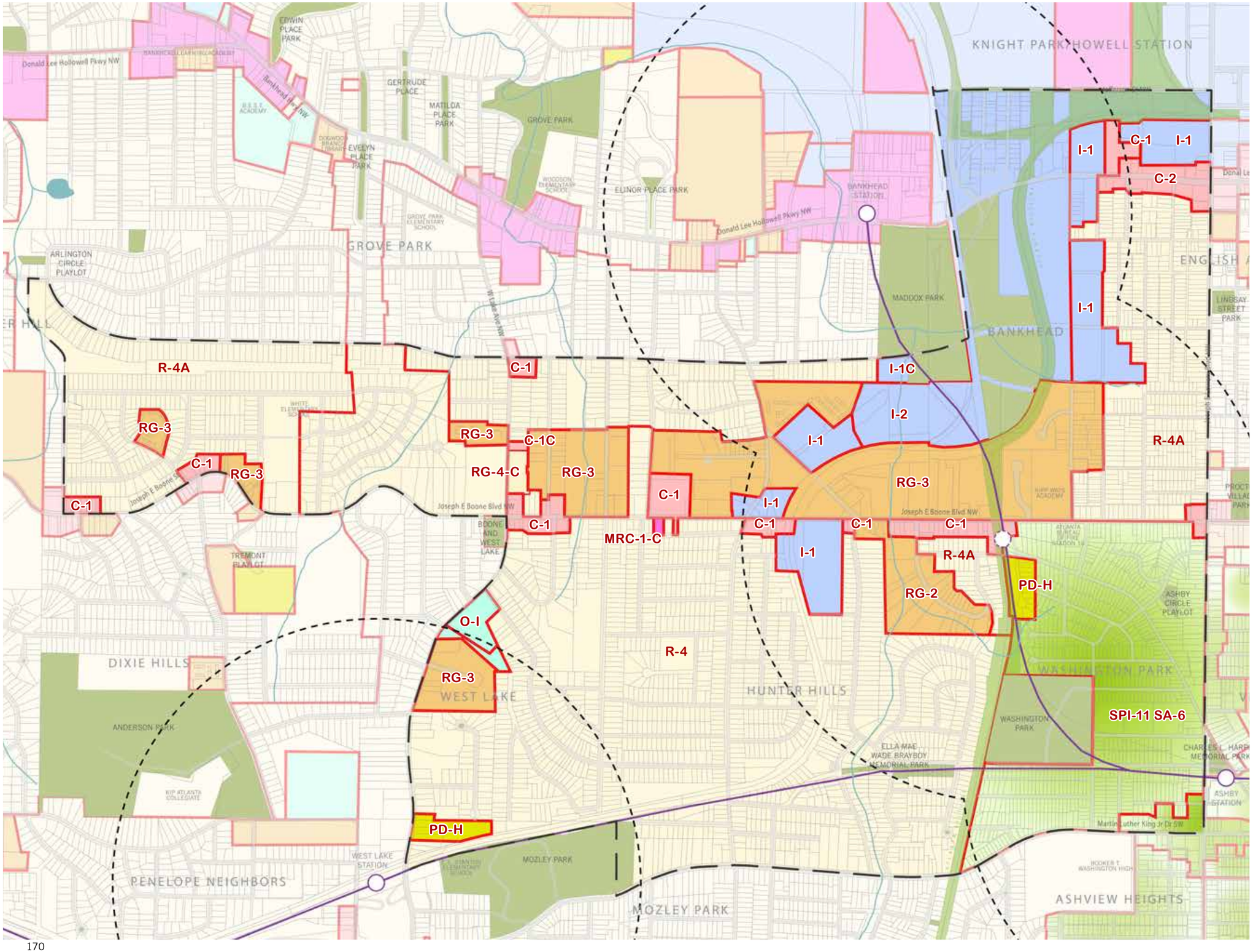
- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office / Institutional
- Office / Insitiution / Residential
- Industrial
- Transportation / Communication
- Mixed-Use
- Open Space (public)
- Open Space (private)
- Community Facilities
- Vacant Land / No Active Use

The current Future Land Uses for SA 2 are mainly single family residential with areas of higher density residential and some commercial along major roadways and around Maddox Park.

500 1000 Feet

N

Subarea 2
Existing Zoning



- SPI - Special Public Interest
- Industrial
- Historic & Cultural
- Live-Work
- QOL Multifamily
- QOL Mixed Use
- Commercial
- Neighborhood Commercial
- Residential - Single-Family
- Office Institutional
- Planned Development
- Residential - Duplex
- Residential - Multifamily
- Residential - Limited Commercial
- Zoning District Outline

About half of SA 2 is zoned for single family residential. The other half consists of pockets along major roadways that are zoned for higher density multi-family residential and commercial, Washington Park, and Industrial-zoned parcels adjacent to rail corridors.

PRESENT

Issues and Opportunities

The following are some of the emerging themes from feedback provided by residents and stakeholders of Subarea 2 at the May 27 workshop and August 19 recap and through the online survey.

Mobility // Creating communities with safe access to services for all ages was high in the list of priorities for residents of Subarea 2. Suggestions included ADA compliant sidewalks inside neighborhoods — along streets near MARTA train stations and bus stop, streets with heavy foot traffic; bike lanes on main corridors; reduced truck traffic and speed on streets such as Chappell and Joseph E. Lowery; as well as a pedestrian railroad crossing at Maddox Park.

Neighborhood // The large number of blighted properties is a major concern in Subarea 2. In addition to loitering, these properties are used for illicit activities such as drug dealing, prostitution and gang violence; all posing major safety issues to the community. Residents are in favor of redeveloping vacant and abandoned buildings, specially along Joseph E. Boone. An overall clean-up program for Grove Park and Hunter Hills as well as code enforcement to address illegal dumping was also a priority. More police presence, specially on Browning and on Norris Streets, is highly desired.

Land Use // Neighborhood retail centers along Joseph E. Boone and more mixed-use communities similar to White Provisions are highly desired. Stakeholders suggested including small businesses, art studios, family restaurants and boutiques along the corridor as opposed to “big box” developments. The rehabilitation of the Job Corps building was highlighted as an opportunity. Lastly, creating a historic preservation policy for Washington Park was mentioned.

Services // Access to healthy food is of great importance in Subarea 2. Residents would like to have more farmers markets and grocery stores with fresh produce nearby — MARTA stations were suggested as potential sites. Gyms and health facilities for the elderly also ranked very high.

Open Space + Environment // Neighborhood park improvements and safe playgrounds for children are needed across the subarea. While the Washington Park natatorium and tennis center are unique and prized amenities, major parks have access and safety issues that prevent residents from maximizing its use. Maddox Park likewise is highly used but requires a long-term plan; and small playlots like Ashby Circle are almost abandoned. Finally, flooding and stormwater issues impact the subarea in many places where Proctor Creek intersects local streets.

Issues + Opportunities

Strengths

- There is a strong identity and resident committment to neighborhoods like Washington Park and Hunter Hills.
- The Jobs Corps Center (Waluhaje Apartments) is a significant historic resource that needs preservation and adaptive reuse.
- The Urban Villa and West Lake neighborhoods (including the West Lake Court Apartments) are cultural landscapes tied to Atlanta's African-American narrative, and worth preserving.
- Maddox Park and Washington Park are two of Atlanta's most diverse open spaces.
- The confluence of the Beltline and MARTA make the Proctor Creek area a natural transit-oriented activity center.

Concerns

- Older residents are concerned about gentrification but hopeful that younger homebuyers might be interested in their neighborhoods.
- Traffic speed and volume (and truck use) is an issue in many places, but particularly along Chappell Street.

Weaknesses

- The Boone corridor in this part of District 3 is one of the most blighted areas in the city.
- Residents feel that drugs, crime and prostitution are plaguing many parts of Subarea 2.

FUTURE
Vision and Recommendations

Subarea Two will have vibrant corridors with diverse amenities, natural resources, and green infrastructure, surrounded by mixed-use transit-oriented development and revitalized neighborhoods.

Buildings +Districts//

Subarea 2 is dominated by the major redevelopment opportunities around Maddox Park and the future BeltLine – an area so large and impactful that it rivals the similar mixed-use activity center that has grown around Old Fourth Ward Park and Ponce City Market 3.5 miles to the east. In fact, BeltLine Subarea 10 is largely covered by this catalyst project area and advances a redevelopment program that has been discussed and debated during the initial feasibility study and TAD redevelopment plan, and the more focused subarea process. The catalyst project illustrated below is consistent with previous conceptual plans for this area. The difference however is that D3 factors in the recent work around Proctor Creek as well as the expanded growth vision embodied by the City Design project and the community farming movement that has appeared since the last round of Beltline planning.

Joseph E. Boone Boulevard is identified as a growth corridor in City Design, and there is significant capacity for redevelopment along its northern edge from the Kipp Ways Academy to West Lake Avenue. **Dense mixed-use Beltline development** is allocated east of Chappell Road and is discussed in the following pages. West of Chappell however is an area of abandoned apartment complexes, vacant lots and kudzu-covered floodplains. This is one of the places in District 3 where **substantial new mixed-income multifamily housing development** can occur. A blend of rehabilitation and new construction can reposition Holly Street as its own new neighborhood. The topography on the west side of the street is particularly advantageous for denser development that is designed around constructed wetlands and water gardens fed by the Proctor Creek tributary stream.

The Boone redevelopment corridor terminates at the intersection with West Lake Avenue. Historically a small commercial district serving the Westlake neighborhood, it has been hit by retail vacancies and lost its pedestrian character due to large paved areas and curb cuts on both sides of Boone Boulevard. However, the area still retains a powerful sense of place from the recently constructed streetscape, the urban presence of the Silvertree senior apartment tower, the new park that acts as a gateway to the forested segment of Boone, and the perfect proportions of West Lake Avenue. Redevelopment should focus on replacing the auto-oriented commercial uses over time with **two-story mixed-use buildings lining the new streetscape**.

Forests+Streams //

Subarea 2 is where Proctor Creek and the Beltline converge at Maddox Park. While the adjacent neighborhoods of Hunter Hills, Westlake and Washington Park have tree canopies that qualify them as green spaces in their own right, it is Maddox Park and its proposed expansions to the east and west that anchor the future park network of Subarea 2. The **long-term daylighting and naturalization of Proctor Creek** east of the CSX rail line, especially in the "Valley of the Hawks", is essential to changing the trajectory of the area – much like the construction of Old Fourth Ward Park transformed its surroundings. Maddox Park is also a historic landscape that needs care, investment and a clear formula for integrating with new development along its periphery. With the Emerald Corridor to the west and the Westside Reservoir Park to the north, **generous pedestrian and bike connections** are essential.

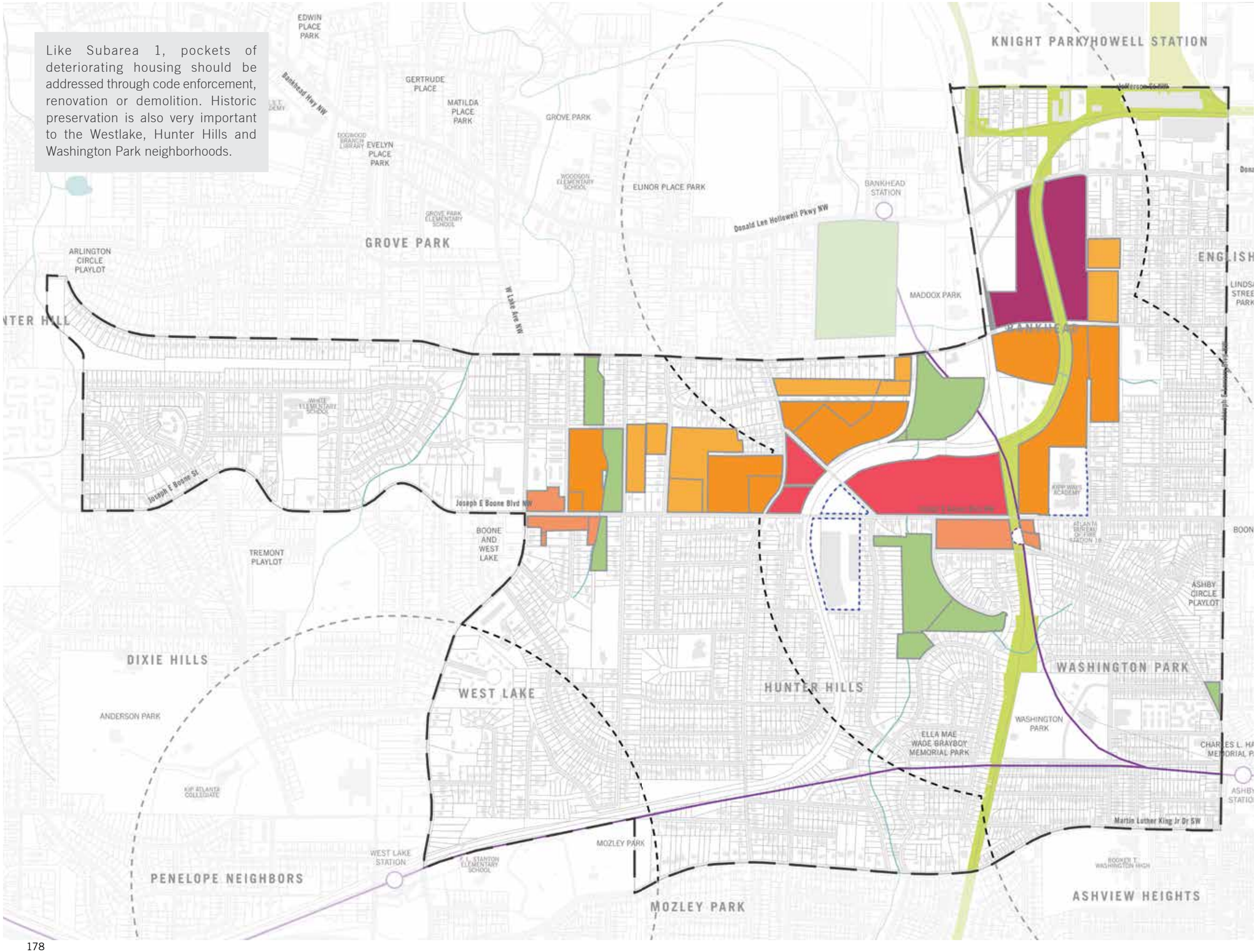
Streets+Sidewalks//

While residents are proud that Subarea 2 hosts three MARTA stations--representing both the Blue and Green lines-- it is worth noting that these stations all exist at the edges of the subarea. Internally, the subarea is much less connected, relying primarily on automobile-focused streets that are somewhat broken up by rail infrastructure, historic racial buffers, and suburban development patterns that privilege the cul-de-sac over connected street grids. Recommended area-wide improvements seek to **bridge streets gaps** to increase internal connectivity; **upgrade important corridors to complete streets** to enhance connectivity to adjacent areas; enhance bike and pedestrian infrastructure, especially along the Beltline and Proctor Creek tributaries; and construct a new Maddox Park MARTA infill station.

To achieve both connectivity and safety goals, implementation of Renew Atlanta complete streets on Lowery and Boone boulevards and Martin Luther King Jr. Drive would be very beneficial to residents of the subarea. Not only are these streets vital connections to greater Atlanta, but they have also been subject to a relatively large number of crashes, particularly along Joseph E. Boone Boulevard and its collector streets. There are also many crashes involving pedestrians that have been reported on Joseph E. Lowery Boulevard, especially at its intersection with Lowery. Traffic calming is essential on these streets.

The northern section of Chappell Road should be reconfigured as a **complete street** to support future growth, especially in the provision of wide sidewalks to handle the proposed increase in development density. The area also needs an extensive **new street network** around Proctor Creek and to the west, to increase connectivity between the neighborhoods of Grove Park, Bankhead and English Avenue. In addition, most neighborhood areas need **new sidewalks** or a program of repairs. The existing bicycle network is limited but will be expanded by the future BeltLine multiuse trail and Proctor Creek greenway. The single Relay Bike Station at Ashby Station should be supplemented over time with additional stations at Washington Park and Maddox Park as well as the Bankhead MARTA, the trailhead of Proctor Creek, and the entrance to Reservoir Park among other key location.

Like Subarea 1, pockets of deteriorating housing should be addressed through code enforcement, renovation or demolition. Historic preservation is also very important to the Westlake, Hunter Hills and Washington Park neighborhoods.



Land Use + Development Framework Plan

- Single-Family Stabilization / Infill
- Twin, Row + Courtyard Housing
- Multistory Multifamily
- Neighborhood Centers
- Area Activity Centers
- Regional Urban Core
- Industrial / Innovation Space
- Community Facilities
- Heritage Resources

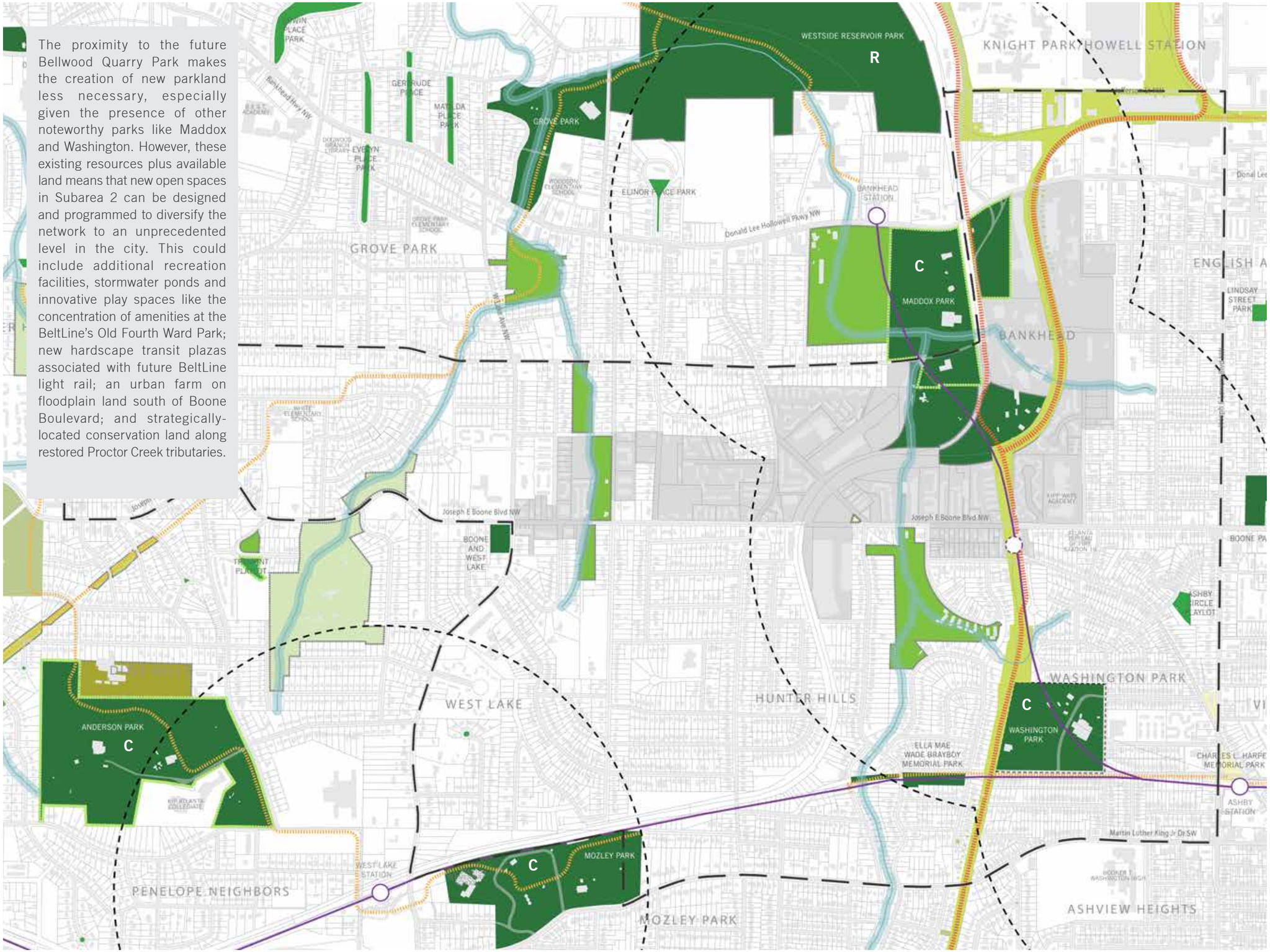
The redevelopment areas shown in color in this diagram provide necessary room for introduction of neighborhood commercial or denser housing typologies. Development is focused around Maddox Park and the Atlanta BeltLine. Joseph E. Boone Parkway is a place where a limited amount of neighborhood retail historically existed, but has deteriorated or been displaced. The plan envisions the creation of a newer, stronger neighborhood center with pockets of mixed-use to parallel improvements in the surrounding neighborhoods.

The density of the development south of JE Boone would depend on the construction of the MARTA Infill station. In addition, the development in area of Maddox Park depends of the relocation of City facilities.

1000 2000 Feet

N

The proximity to the future Bellwood Quarry Park makes the creation of new parkland less necessary, especially given the presence of other noteworthy parks like Maddox and Washington. However, these existing resources plus available land means that new open spaces in Subarea 2 can be designed and programmed to diversify the network to an unprecedented level in the city. This could include additional recreation facilities, stormwater ponds and innovative play spaces like the concentration of amenities at the BeltLine's Old Fourth Ward Park; new hardscape transit plazas associated with future BeltLine light rail; an urban farm on floodplain land south of Boone Boulevard; and strategically-located conservation land along restored Proctor Creek tributaries.



Parks + Natural Areas Framework Plan

Existing Park Classifications

- R/C — Regional or Community Park
- Neighborhood Park
- B — Block Park / Playlot
- Green Spot
- Trail Corridor
- Plaza
- Special Facility

Additional Classifications

- Conservation Park
- Nature Preserve
- Community Center

- New or Expanded Park
- Improved Existing Park
- Redevelopment Areas
- Riparian Restoration Corridors
- BeltLine Greenway Trail
- Other Trails (Proposed)

The open space network in Subarea 2 has benefited in recent years from focused planning associated with the BeltLine and grassroots activism around reclaiming Proctor Creek. The result of this has been improvements to historic Maddox Park as one of the BeltLine's West Side jewels, the completion of the first segment of the Proctor Creek Greenway as well as the initial stages toward rehabilitating former floodplain land into Proctor Park, and the pending transformation of Bellwood Quarry.

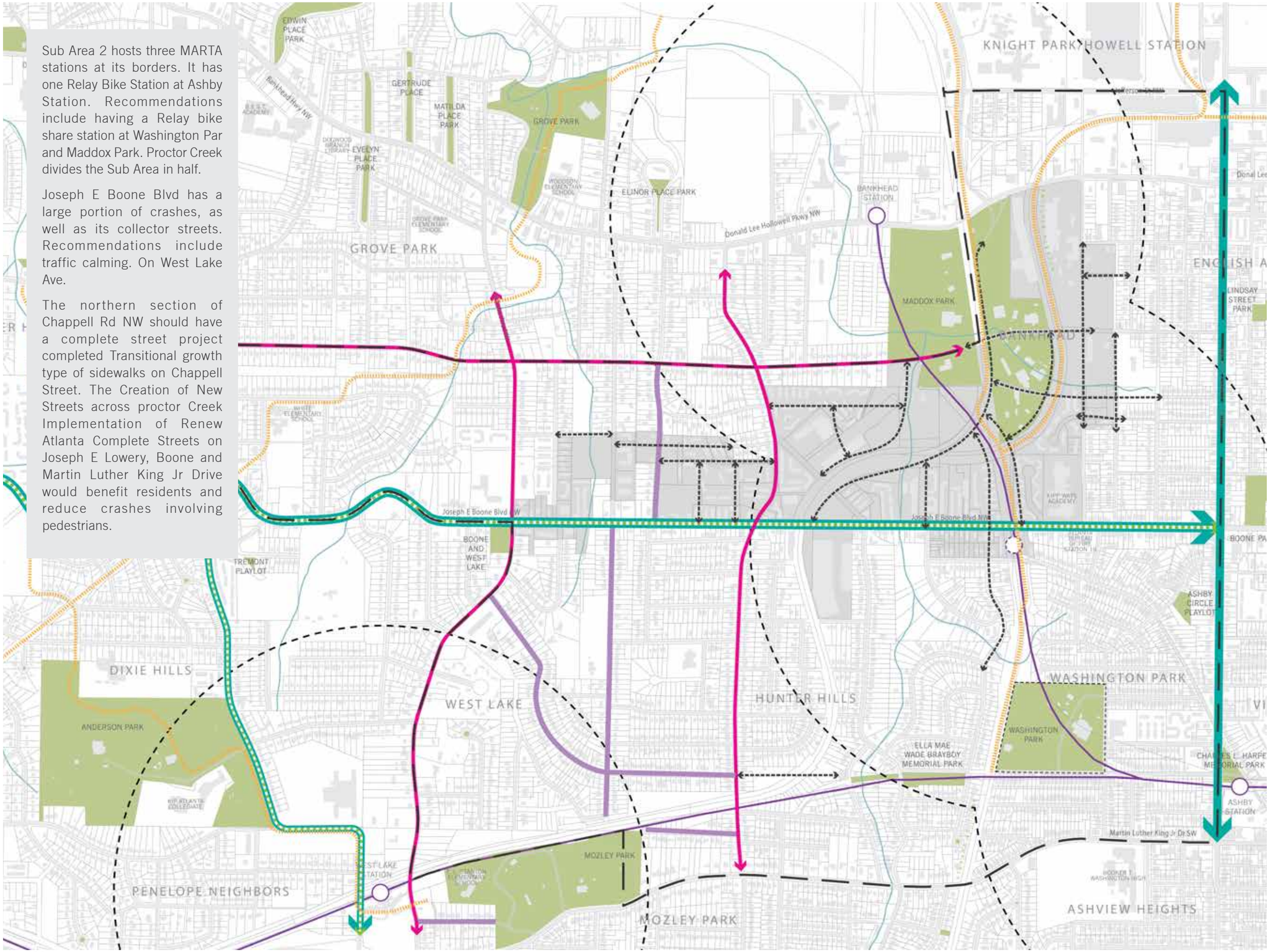
1000 2000 Feet

N

Sub Area 2 hosts three MARTA stations at its borders. It has one Relay Bike Station at Ashby Station. Recommendations include having a Relay bike share station at Washington Par and Maddox Park. Proctor Creek divides the Sub Area in half.

Joseph E Boone Blvd has a large portion of crashes, as well as its collector streets. Recommendations include traffic calming. On West Lake Ave.

The northern section of Chappell Rd NW should have a complete street project completed Transitional growth type of sidewalks on Chappell Street. The Creation of New Streets across proctor Creek Implementation of Renew Atlanta Complete Streets on Joseph E Lowery, Boone and Martin Luther King Jr Drive would benefit residents and reduce crashes involving pedestrians.



Circulation Framework Plan

Street Network Improvements:

New Street Connection

Intersection Upgrade

Complete Streets Improvements:

With bike facility

Without bike facility

Dedicated Bike Facilities:

Existing

Proposed

Pedestrian Space Improvements:

New Streetscape

New Multiuse Trail

Improvement to Existing Sidewalk

Rail Transit Improvements:

Heavy Rail Line / Station

Light Rail Line / Station

Redevelopment Areas

Recommendations to increase safety for residents and employees include increased police presence from APD and MARTA Police at West Lake station, increased lighting at West Lake, Bankhead, and Ashby stations, increased lighting for sidewalks to reduce crashes.

With redevelopment, new streets will improve connectivity.

Additional analysis is needed to determine if the new streets can be built. The topography and proposed developments will determine the location and configuration of new streets. Some of these new streets, particularly those bisecting the BeltLine could be pedestrian/bike only. Nevertheless, improved East-West connectivity is needed between Hollowell and Boone.

1000 2000 Feet

N

STREETSCAPE IMPROVEMENT

Joseph E. Boone Boulevard

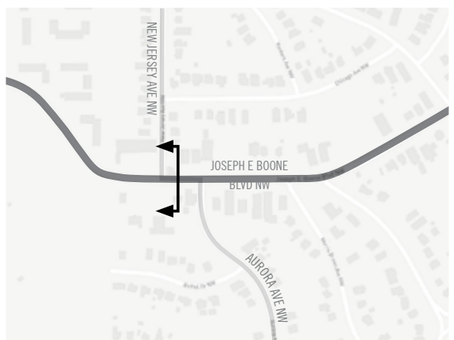
Joseph E. Boone - Existing

In each subarea, key corridors were identified for analysis and recommended improvements.

Joseph E Boone Boulevard is a major corridor throughout District 3. Cross sections of Joseph E Boone Boulevard contain three different configurations. Sidewalks and curb cuts are in dire need of repair. Amenities such as streetlights and street trees are also needed for visibility and traffic calming for vehicles. Street furniture as well as transit amenities like trash cans at MARTA bus stops would greatly improve the pedestrian experience.

Key Improvements

- Bicycle lanes
- Street furniture
- Travel lanes for vehicles will be consistent through Subareas 1 and 2 with one lane of travel in both directions with a center turn lane where needed



CONCEPT PLAN

Maddox Park / BeltLine

At the confluence of the Atlanta BeltLine Westside Trail, MARTA Green Line, Proctor Creek, and Maddox Park sits a large area of vacant and abandoned land that is destined to be dramatically transformed in the coming years. Just as the construction of the Historic Fourth Ward Park and BeltLine Eastside Trail completely changed the North Avenue / Glen Iris area, so will growth pressure on this western equivalent radically change the kudzu-covered brownfields and abandoned landscapes in this part of the city.

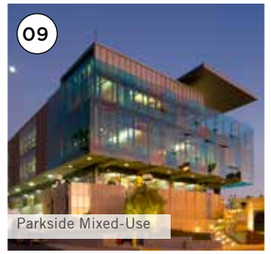
To shape and control the inevitable, the catalyst plan for Subarea 2 proposes urban development unified by a network of enhanced streets and expanded park spaces (1-3). The design builds upon the unique landscape of the Proctor Creek watershed in which the orientation of the existing structures and stream corridors-- in combination with a varied topography-- creates numerous small character areas, each with very different conditions. This rich patchwork contains stormwater retention parks (8), adaptive reuse of existing industrial buildings (5), two parallel BeltLine greenways with the typical high-quality design features (4), a variety of different mixed-income residential (6-7) including housing designed for aging-in-place (13), and high-density mixed use to take advantage of the MARTA infill station (9,11). This is also one location where there is substantial investment in urban food production and processing at the Urban Fresh farm and 180° Kitchen. The vision includes expanding the footprint of the farm along the Proctor Creek floodplain (12) and partnering with Mercy Care at City of Refuge on healthy eating programs. The development could also include an education facility programmed around ecology of urban waterways and the evolution of Proctor Creek (10).

This Concept plan is illustrative of the type of development that could occur at this site. Many factors such as zoning, market, funding, environmental constraints etc. play a role in determining what is built on a site.

See following pages for images of comparable development character

CONCEPT PLAN

Maddox Park / BeltLine



Estimated Development Program:

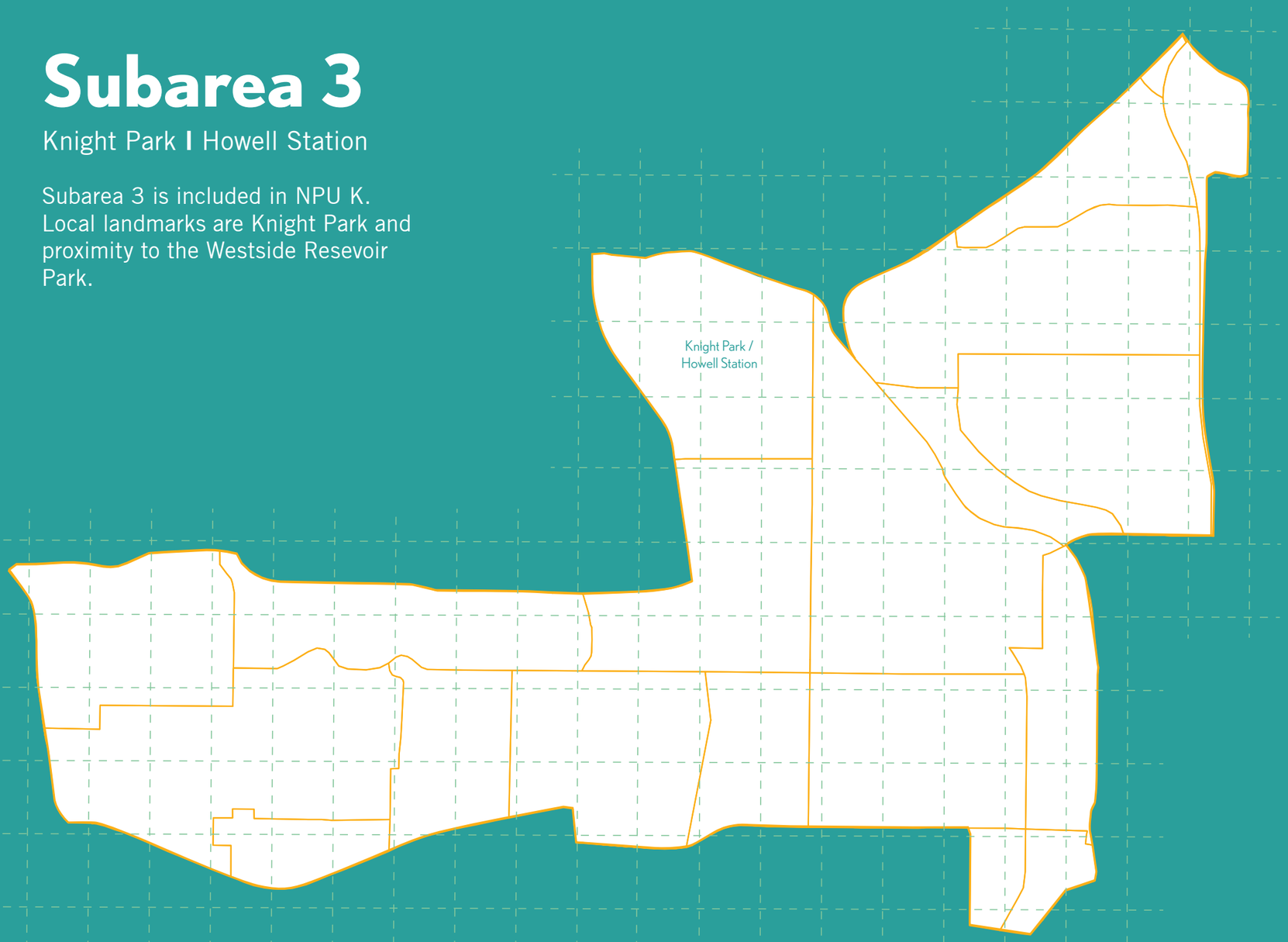
~3,000 parking spaces (in several structures)
~2,000-2,200 apartments
1,800-1,900 in wrapped decks
200-300 in freestanding buildings
~180-190 townhouses
~820,000-850,000 sf retail / office
~190,000 sf urban market / food hall
~46,000 sf community (ecology center)

04.03

Subarea 3

Knight Park | Howell Station

Subarea 3 is included in NPU K. Local landmarks are Knight Park and proximity to the Westside Resevoir Park.



"I live in a 1903 house. I say this neighborhood is like Mayberry with an edge. When I first moved here there were no kids. It was old eccentric people who made it through the rough years. Now there's probably 200 kids in the neighborhood. We have a 4th of July barbeque and parade starting in Knight Park. Everyone decorates their houses for Halloween. The park is really busy, all the kids walk to it."

—Kathleen O'Loughlin

PAST
Historic Context.

Established in 1893, Howell Station grew alongside the Western and Atlanta Railroad on land that was originally part of a plantation and later hosted the headquarters of General Joseph Johnston during the Civil War. Catalyzed by large employers like the Exposition Cotton Mills and King Plow at the turn of the century, Howell Station grew as a small a grid of cottages and bungalows.

Up through the 1930s, residents were primarily renters, blue collar laborers employed by the railroad, the factories, upholstery shops, and the police officers and guards overseeing convict labor at Bellwood Quarry. Knight Park, the community's central meeting grounds and greenspace, was built around 1945. West Marietta Street was an affluent residential corridor that transitioned in the 1940s it to commercial businesses, stores and services, like barber shops, McPherson's Oil Company, and Cherokee Motor Court.

As the area continued to change from predominantly houses to commercial and industrial through the 1960s and 70s, it continued to lose residents, churches and schools. By the 1990s, few longterm residents remained, but a new generation of urban dwellers had begun to discover and renovate Howell Station's historic homes. It was placed on the National Register of Historic Places in 1997.

The decline of industrial uses has led to renovations and conversion to new uses.

King Plow Arts Center began as a plow factory, but has been transformed into an arts community and center for commercial, performing and visual arts. In 1990, the owners designed a plan to build affordable live/work studios, commercial artist spaces, art galleries, areas designed for the performing arts, and a restaurant within the buildings while preserving their historic and architectural significance.

Built in 1921, The Foundry at Puritan Mill was constructed and operated by Puritan Chemical Company. Puritan soap and other cleaning products were manufactured and stored in the building until they were shipped on the neighboring Atlantic Coast Line Railroad. The site served as the Atlanta headquarters for Puritan Chemical Company until 1996.

The Upper West Side LCI was completed in 2004 as many of the industrial uses started changing to loft office/commercial uses. This has been followed by the construction of mixed and residential uses. The Upper West Side LCI encompasses both Subarea 3 and 4. Many of the plan recommendations are still valid today. This plan serves as an update to these portions on the Plan. More information is in the appendix.

Community Oral History

1903
"I live in a 1903 house. I say this neighborhood is like Mayberry with an edge. When I first moved here there were no kids. It was old eccentric people who made it through the rough years. Now there's probably 200 kids in the neighborhood. We have a 4th of July barbeque and parade starting in Knight Park. Everyone decorates their houses for Halloween. The park is really busy, all the kids walk to it."

-Kathleen O'Loughlin

2000s
"We live in a neighborhood of bungalows, but we built a super modern house. We found a lot that was vacant, it was owned by West Mead, the packaging place. They bought up all the lots in the middle of a residential area—they thought the neighborhood would collapse. But now, they are all getting developed as homes."

-Brian Smith

2013
"I've lived in Howell Station for 4 years. It feels more diverse, less yuppie. I can bike to school. It's a welcoming neighborhood. The industrial, historical thread gives identity to the neighborhood. It's encouraging to see people move and be part of the whole community."

-Christy Dodson

EXISTING CONDITIONS

SUBAREA 3

SA 3 is on the north edge of the district, which includes the Knight Park/Howell Station neighborhood. This Subarea has approximately 4,603 residents. Compared to the City of Atlanta and District 3, it has a higher percentage of the population that is between 18 and 64, and a much lower percentage of people under 17 and over 65. Two-thirds of the households are homeowners. This Subarea has a higher ownership than District 3 and the City of Atlanta.

4,603 SUBAREA 3 POPULATION

38,715 DISTRICT 3 POPULATION

474,522 CITY OF ATLANTA POPULATION

EMPLOYMENT

SUB AREA 3

17% UNEMPLOYED

83% EMPLOYED

DISTRICT 3

14% UNEMPLOYED

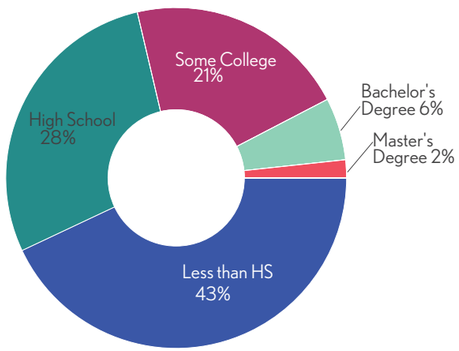
86% EMPLOYED

CITY OF ATLANTA

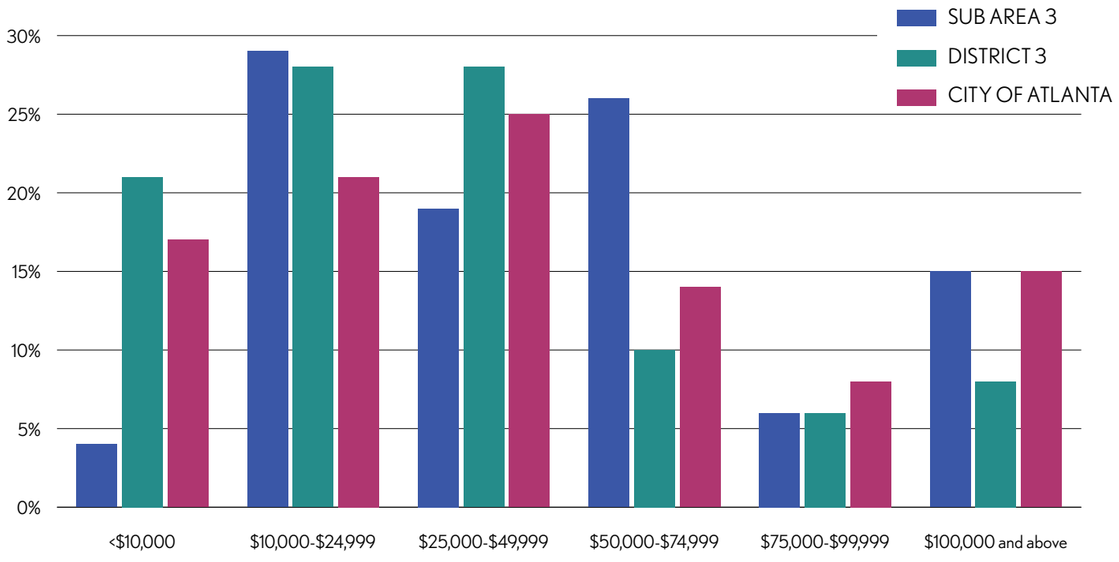
14% UNEMPLOYED

86% EMPLOYED

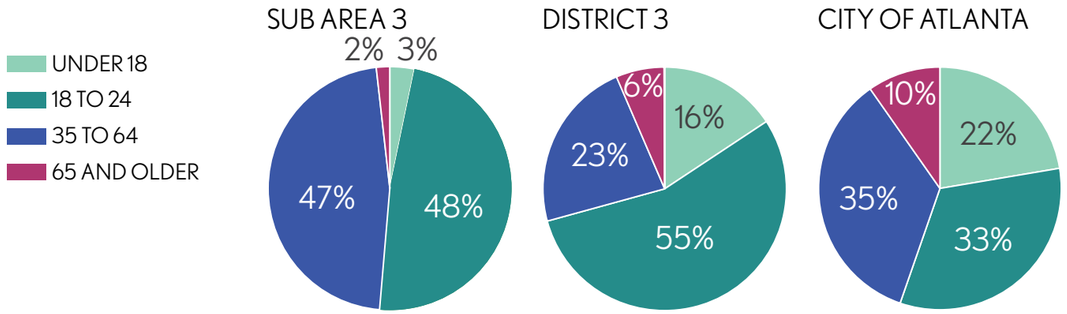
EDUCATION



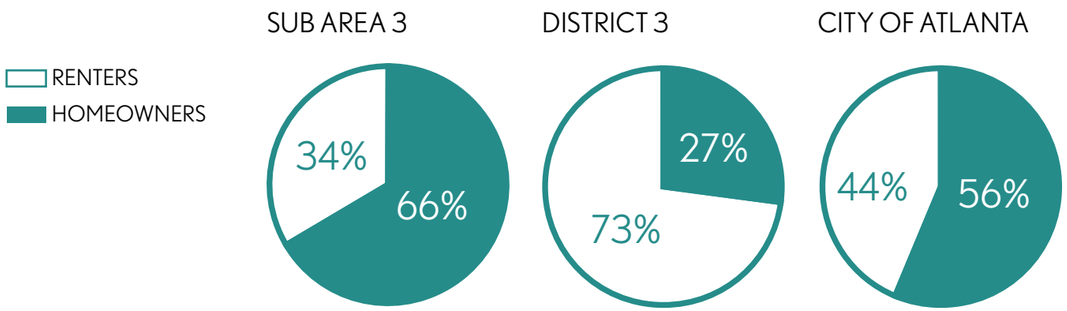
HOUSEHOLD INCOME



DEMOGRAPHICS



HOUSING



4,682 TOTAL HOUSEHOLDS

10,090 TOTAL HOUSEHOLDS

168,147 TOTAL HOUSEHOLDS

MOBILITY

SAFETY — 239 CRASHES

BIKING — no bicycle facilities

SIDEWALKS — 20% sidewalk coverage

TRANSIT — Bankhead MARTA Station within a half-mile of subarea

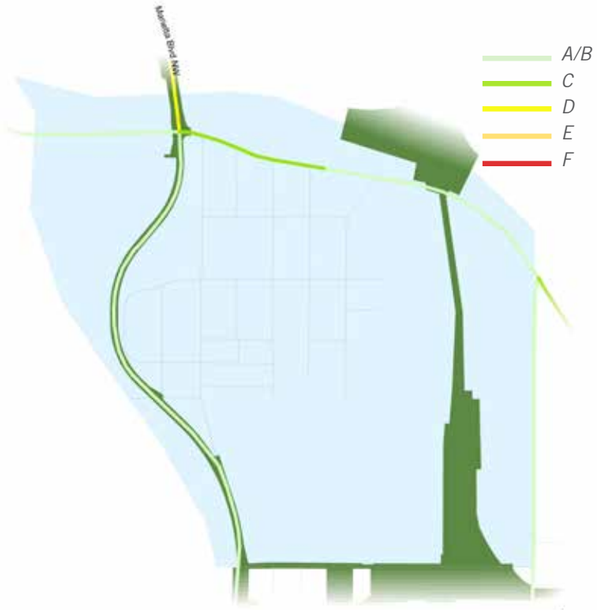
EXISTING CONGESTION — LOS A/B on Marietta Blvd and LOS C on West Marietta Street

FORECASTED CONGESTION — LOS to increase to D on sections of Marietta Blvd due to truck traffic

CONNECTIVITY + GREENSPACE — Knight Park is convenient but overutilized, opportunity to increase active transportation connections to nearby parks and recreational areas

PREVIOUS PLANS — None of the projects identified in Connect Atlanta or Renew Atlanta have been completed yet in Subarea 3

Existing Traffic Conditions
(PM Peak Level of Service, 2015)



Future Traffic Conditions
(PM Peak Level of Service, 2040)

Existing + Planned Bike Facilities

Subarea 3 Existing Circulation

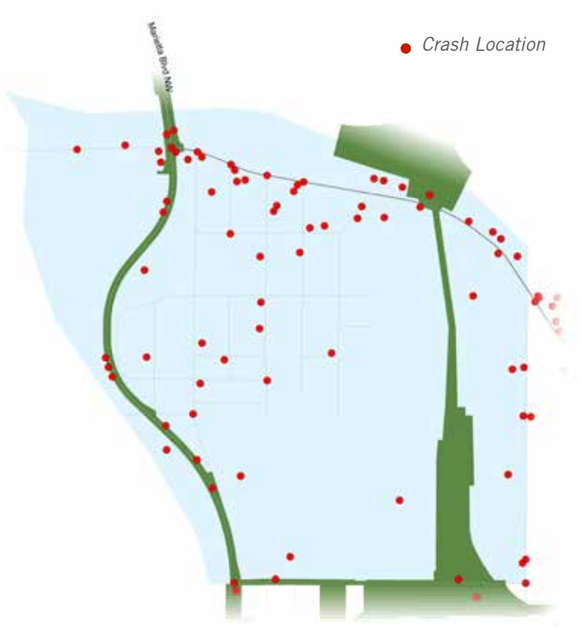
Subarea Extent
MARTA Stations
MARTA Rail
Streets
Major Roads
Expressways

Connect Atlanta Projects:

Vehicle Sightlines / Pedestrian Safety
Roundabout
Complete Streets
New Street
Road Widening

Renew Atlanta Projects:

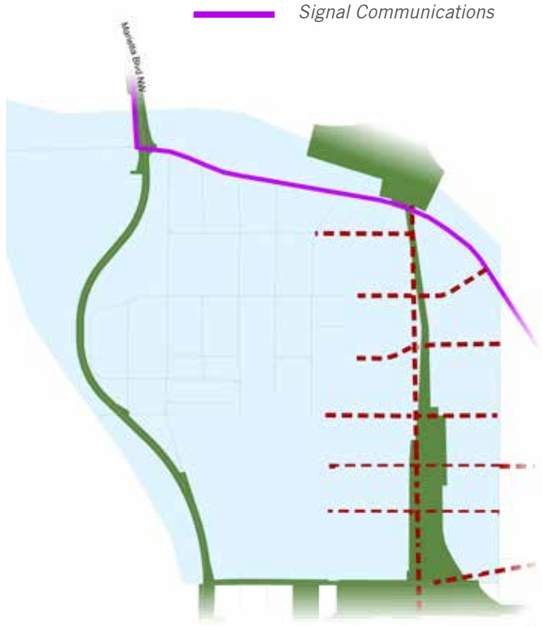
Complete Streets
Signal Communications



All Crashes

Pedestrian Crashes

Existing Sidewalks



Planned Projects

Subarea 3 Future Land Use

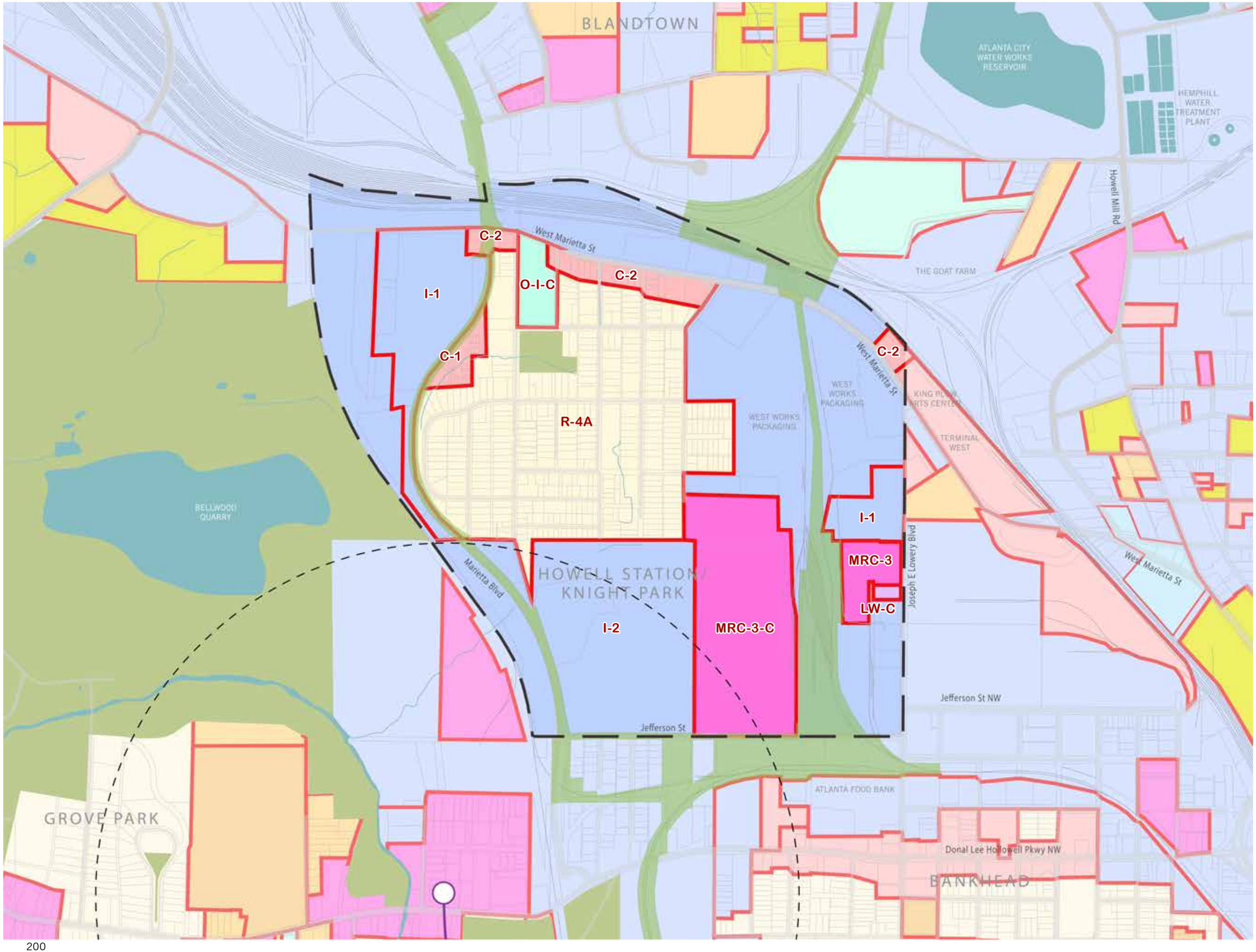
- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office / Institutional
- Office / Insitiution / Residential
- Industrial
- Transportation / Communication
- Mixed-Use
- Open Space (public)
- Open Space (private)
- Community Facilities
- Vacant Land / No Active Use

The current Future Land Uses for SA 3 are mixed use with some industrial and office uses around its edges. The Knight Park neighborhood in the center of the Subarea has Single Family Residential land use.

500 1000 Feet

N

Subarea 3
Existing Zoning



- SPI - Special Public Interest
- Industrial
- Historic & Cultural
- Live-Work
- QOL Multifamily
- QOL Mixed Use
- Commercial
- Neighborhood Commercial
- Residential - Single-Family
- Office Institutional
- Planned Development
- Residential - Duplex
- Residential - Multifamily
- Residential - Limited Commercial
- Zoning District Outline

The zoning for SA 3 is mixed use with some industrial and commercial around its edges. The Knight Park neighborhood in the center of the Subarea is largely zoned for Single Family Residential.

500 1000 Feet

N

PRESENT

Issues and Opportunities

The following are some of the emerging themes from feedback provided by residents and stakeholders of Subarea 3 at the June 12 workshop and August 19 recap and through the online survey.

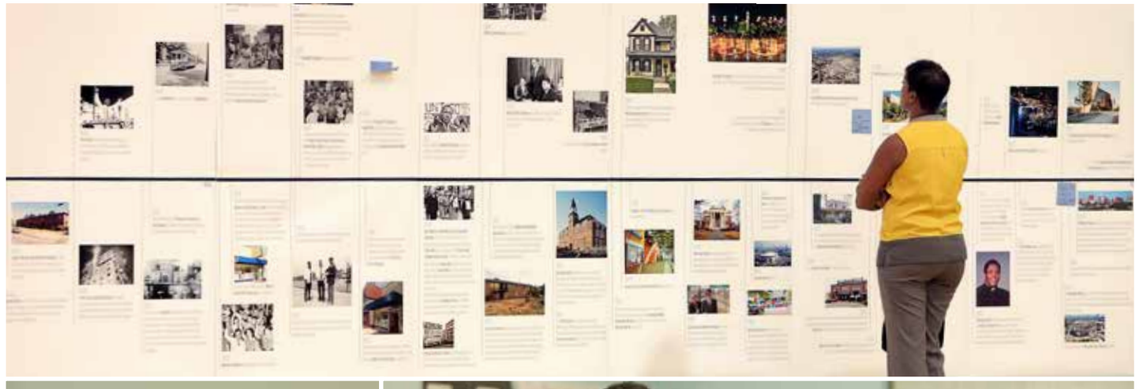
Mobility // Mobility concerns were of high priority for residents. There is a desire to both slow down automobile traffic and reduce the impact of truck traffic on corridors like Marietta Boulevard, West Marietta Street, and Herndon Street. The chief desire though is for an improved pedestrian network, with calls for sidewalk improvements for the neighborhoods, new pedestrian connections to the Bankhead MARTA station and the pending Reservoir Park, and safe crossings across Marietta Boulevard and West Marietta Street. Residents also sought bike lanes for the neighborhood. There were also some concerns about future development bringing an excessive number of cars/ parking and a desire to limit these forces.

Neighborhood // The tight street grid was praised as a vital asset, but there was a request for street lighting to provide enhanced safety, specifically along Niles and Herndon. Neighbors also felt that future projects should help increase the sense of community in the neighborhood, creating a stronger sense of identity and ownership for residents. Public artwork and murals were suggested as one way to accomplish this.

Land Use // Residents were open to new development, so long as it respects the existing neighborhood character. Respondents look forward to new projects on the property between West Marietta and the rail corridor as well as the site between Marietta and the MARTA rail line. They saw these and some existing industrial structures as opportunities for new medium density development that could take advantage of adaptive reuse strategies. There was a strong desire to avoid “big box” stores and large surface level parking lots.

Services // There was a desire for the neighborhood to have more immediate amenities to serve daily functions. Residents expressed a desire for shops/restaurants that both provided standard daily services as well as some more high end and boutique experiences. Westside Provisions was stated as a model to follow, although there was a desire for slightly more local products/producers.

Open Space + Environment // Residents requested improvement to Knight Park, suggesting ideas such as a multiuse pavilion. Many expressed that a dog park is very much needed.



Issues + Opportunities

Strengths

- The pending West Side Reservoir Park has the potential to be the most diverse and impactful open space in the city.
- The presence of the Beltline trail and future transit is a major asset for the subarea.
- The Knight Park / Howell Station neighborhood is strong and stable, with committed residents.
- The presence of historic industrial buildings, some that have been adaptively reused, provide unique urban character.
- Proximity to MARTA heavy rail is a major mobility asset.
- The King Plow Art Center and nearby Goat Farm provide an important cultural footprint.

Concerns

- The density and mix of uses in future development west of the neighborhood needs to be carefully planned and designed.
- Industrial encroachment into the neighborhood is a concern for some.
- Some properties in the neighborhood are neglected.

Weaknesses

- The volume of traffic, especially trucks, on Marietta Boulevard is a major problem.
- Pedestrian infrastructure is almost nonexistent.
- Connectivity to the Bankhead MARTA station is poor.

FUTURE

Vision and Recommendations

Subarea Three is where innovation, recreation, and the arts meet in a fusion of renovated industrial buildings, new open spaces, and the historic Knight Park / Howell Station neighborhood to create a thriving community

Buildings +Districts//

Subarea 3 is unlike most other parts of District 3 in that it has a relatively small residential core almost entirely surrounded by rail lines and industrial uses. Until recently this rail infrastructure isolated the Knight Park / Howell Station neighborhood. With the emergence of the BeltLine and the Westside Park, major urban developments have been proposed along the periphery – whether initiated by public agencies in the form of the Westside Reservoir Park and the Beltline itself, or by real estate speculation. Meanwhile, many older industrial uses surrounding the neighborhood have transitioned to urban mixed-use, which has led to a renewed effort to keep industry in the mix through zoning and tax abatement. This fusion of active industry, creative office conversions, cultural arts facilities, historic homes, and new parkland makes Subarea 3 one of the most dynamic and interesting places in the city.

The pending Westside Reservoir Park project has changed the prospect for new development along Marietta Boulevard. Formerly an area of heavy industry associated with construction materials extraction, handling and reprocessing, the purchase of the Vulcan limestone quarry by Fulton County during Beltline planning signaled the commitment to turn the quarry into a water utility and public amenity. The route for the BeltLine light rail is still under consideration. This plan shows the rail corridor along Marietta Boulevard. The parcels between the roadway and the quarry have both transit and a major new public park as development drivers. This is an unprecedented opportunity to turn what is an underutilized site given its location into an exemplary transit-oriented development. Density should approach 50 units per acre following the MARTA Transit Oriented Development guideline. Closer to Jefferson Street the parcels narrow, but the dimension is still enough to support **low-density multifamily or mixed-use fronting the Beltline**, with parking located between the buildings and the active CSX line.

On the east side of the neighborhood a different development scenario is at play. The old Bellwood rail yard is the northern end of a BeltLine spur trail that runs to the Georgia World Congress Center, forming the western edge of an “Innovation Corridor” that follows Northside Drive. Although the rail embankment stops at Joseph E. Boone Boulevard, the **multiuse trail, also know as the Church line,** could continue south along Northside Drive until it reaches the Morehouse Innovation Center and Cleopas Johnson Park. This trail would not only link the Morehouse facility with Northyards and the expanding research campus of Georgia Tech, but to the new co-working space at Strongbox West. This makes the long-term conversion of the Mead Westvaco facility into an innovation / research complex the logical outcome of the transformation of this corridor. Overlaid on this is the desire of the Upper Westside Improvement District to create a series of public art installations along its major streets including West Marietta. Because of the presence of the King Plow Arts Center, the public art program could extend west of the Improvement District boundary to Mead railyard, which could be redesigned as a major new public art plaza, especially with a new pedestrian connection across the active rail at Jefferson Street.

Forests+Streams //

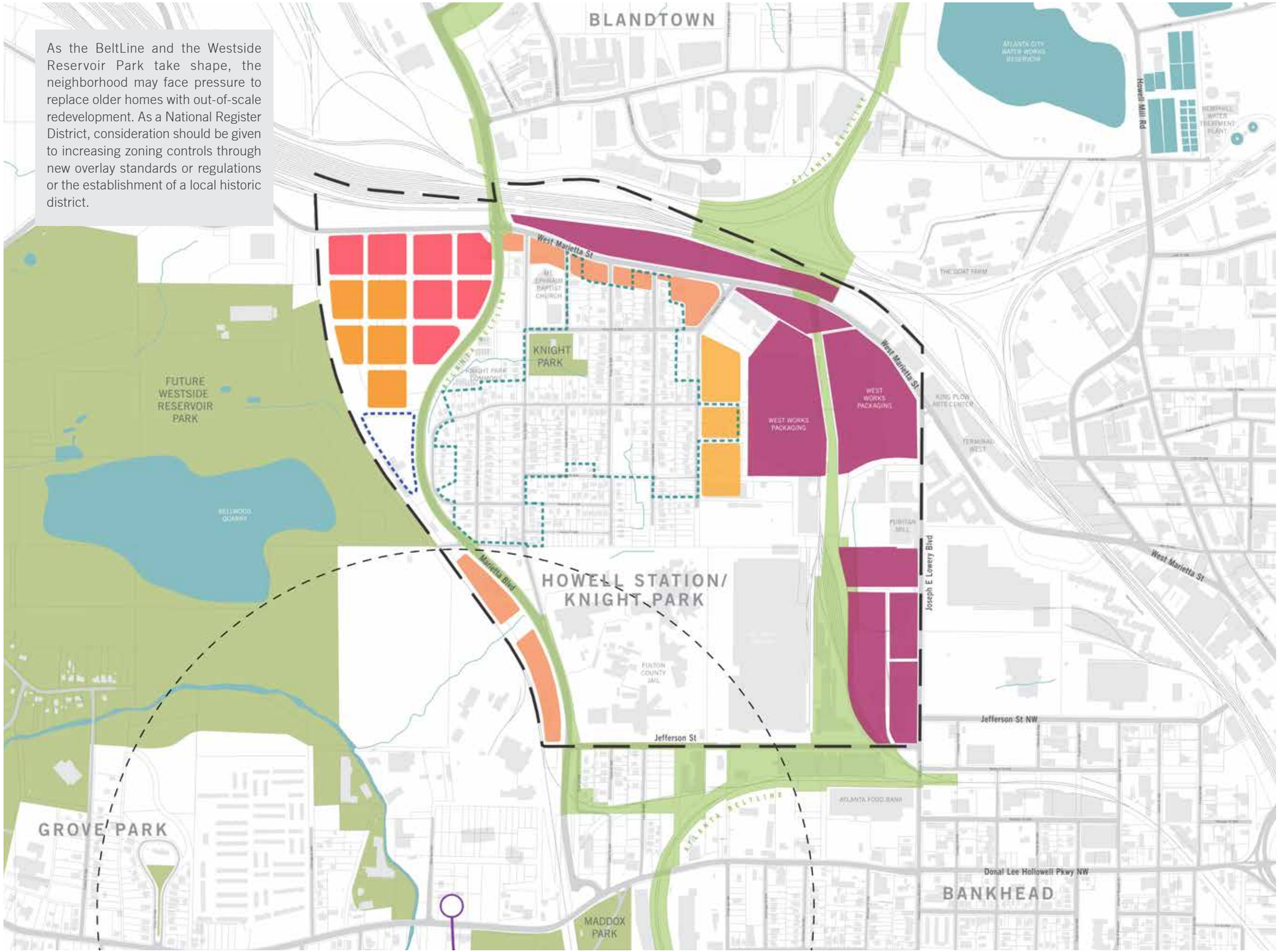
The art plaza at the railyard (historically know as Bellwood Yard) contrasts and complements the other major public space in Subarea 3, the 280-acre **Westside Reservoir Park**. The park will contain a variety of passive and active spaces that could include hiking and biking trails as well as more traditional elements like athletic fields. As a regional park it will offer Subarea 3 residents unprecedented access to a wide variety of natural amenities. Even so, it is important that Knight Park, the neighborhood’s own small open space, be **redesigned and improved** to provide the kinds of community facilities that might not be part of the larger park’s physical plan. The **renovation of the brick community center building** is a critical part of that program.

Streets+Sidewalks//

From a mobility perspective, the physical barriers described above Subarea 3 complicate connections to the great assortment of amenities that are planned or exist beyond the neighborhood boundaries. And the fact that the majority of the subarea’s major circulation infrastructure consists of busy, unfriendly, and intimidating roads also makes the situation difficult and urgent. There are two strategies to improve this situation: **expand the pedestrian network through an integrated system of new streets, sidewalk demarcations on existing neighborhood streets, and trail linkages; and redesign the two major arterial roads to be multimodal corridors** that sync up with other major public realm initiatives. These street reconfigurations that incorporate Beltline and Upper Westside program elements are described on the following pages.

The **future transit-oriented neighborhood** in the northwest corner of the subarea will provide essential new street connections between the Knight Park neighborhood and the Westside Reservoir Park, with at least two points where access across the railroad is provided. To the east, a series of **new streets** connect the neighborhood with the Bellwood Yard plaza, linking Knight Park to the Innovation Corridor and the Beltline spur. Complementing these streets are **two additional multiuse trail connections** which are essential to the urban design framework of Subarea 3 – one to connect the southwest edge of the neighborhood to the Bankhead MARTA station and the Proctor Creel Trail; and another connecting north across the combined CSX / Norfolk Southern rail lines to the Goat Farm Arts Center. This connection could feature a dramatic pedestrian bridge that offers views of the skyline and Kennesaw Mountain.

As the BeltLine and the Westside Reservoir Park take shape, the neighborhood may face pressure to replace older homes with out-of-scale redevelopment. As a National Register District, consideration should be given to increasing zoning controls through new overlay standards or regulations or the establishment of a local historic district.



Land Use + Development Framework Plan

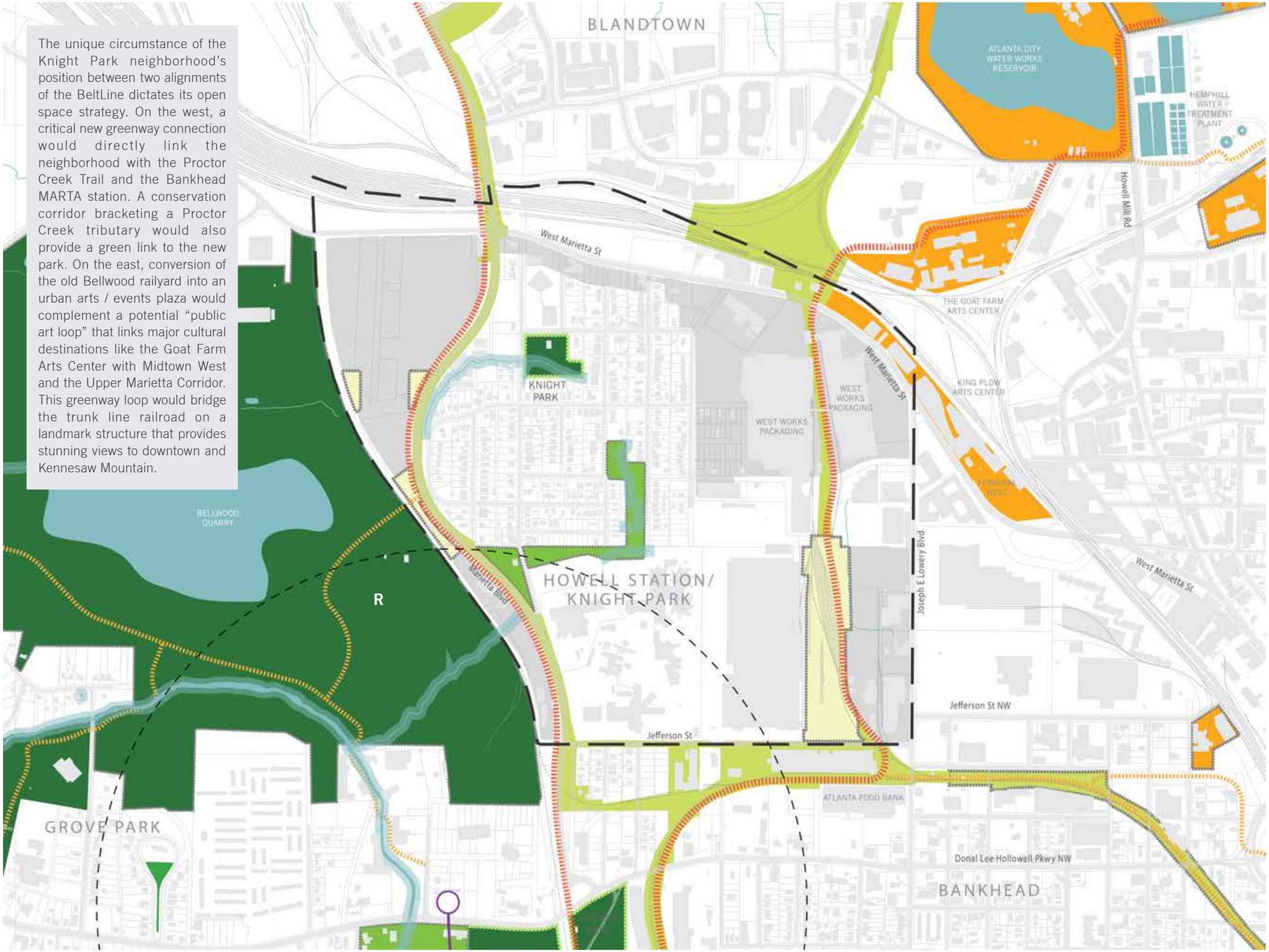
- Single-Family Stabilization / Infill
- Twin, Row + Courtyard Housing
- Multistory Multifamily
- Neighborhood Centers
- Area Activity Centers
- Regional Urban Core
- Industrial / Innovation Space
- Community Facilities
- Heritage Resources

The Knight Park / Howell Station neighborhood has been isolated from other parts of Atlanta by railroads and heavy industry. This has both enabled a degree of resilience and independence among residents, and created the condition for repurposing industrial sites and infrastructure into highly appealing new development. As one of the few neighborhoods along the BeltLine with two greenway opportunities, the neighborhood can both benefit from new small-scale neighborhood commercial on its northern edge, and transit-supportive mixed-use and multifamily on the west, similar to other BeltLine activity centers like Inman Park Village. In addition, the Mead/Westvaco plant can be adaptively reused and redeveloped around an improved Beltline spur much like Studioplex and Krog Street Market have done for the Eastside trail. A pedestrian bridge linkage to the Goat Farm Arts Center would reinforce this experience.

500 1000 Feet

N

The unique circumstance of the Knight Park neighborhood's position between two alignments of the BeltLine dictates its open space strategy. On the west, a critical new greenway connection would directly link the neighborhood with the Proctor Creek Trail and the Bankhead MARTA station. A conservation corridor bracketing a Proctor Creek tributary would also provide a green link to the new park. On the east, conversion of the old Bellwood railyard into an urban arts / events plaza would complement a potential "public art loop" that links major cultural destinations like the Goat Farm Arts Center with Midtown West and the Upper Marietta Corridor. This greenway loop would bridge the trunk line railroad on a landmark structure that provides stunning views to downtown and Kennesaw Mountain.



Parks + Natural Areas Framework Plan

Existing Park Classifications

- R/C — Regional or Community Park
- Neighborhood Park
- B — Block Park / Playlot
- Green Spot
- Trail Corridor
- Plaza
- Special Facility

Additional Classifications

- Conservation Park
- Nature Preserve
- Community Center

- New or Expanded Park
- Improved Existing Park
- Redevelopment Areas
- Riparian Restoration Corridors
- BeltLine Greenway Trail
- Other Trails (Proposed)

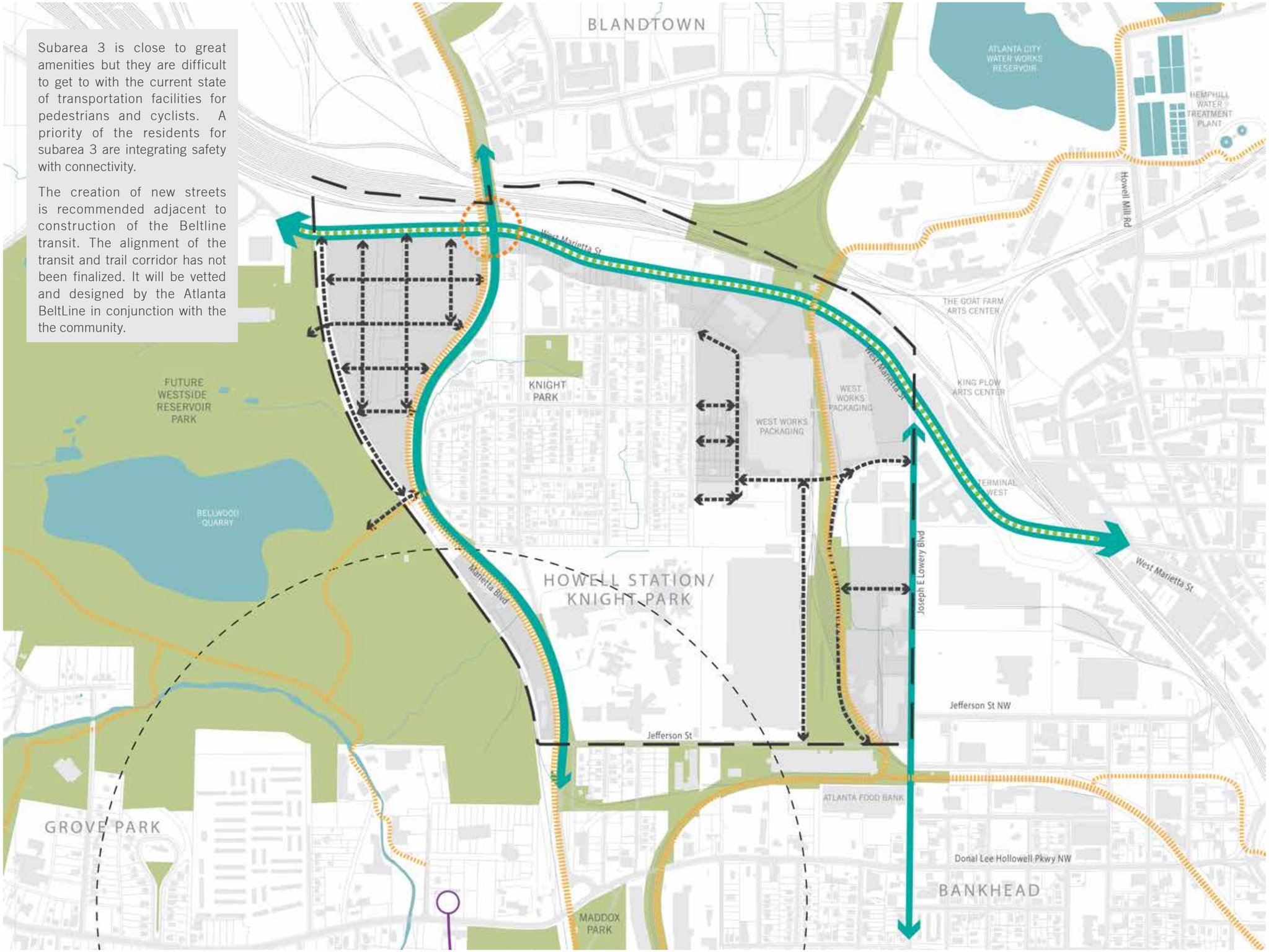
While Subarea 3 has very few open spaces within its boundaries, it is immediately adjacent to the Westside Park at Bellwood Quarry and new mixed-use development with complementary urban plazas. Subarea 3 also has the distinction of lying between two parallel alignments of the BeltLine greenway trail – the only portion of the system to split in this way. Consequently, the strategy for Subarea 3 focuses on enhancing connections to these landscapes and influencing their design.

500 1000 Feet

N

Subarea 3 is close to great amenities but they are difficult to get to with the current state of transportation facilities for pedestrians and cyclists. A priority of the residents for subarea 3 are integrating safety with connectivity.

The creation of new streets is recommended adjacent to construction of the Beltline transit. The alignment of the transit and trail corridor has not been finalized. It will be vetted and designed by the Atlanta BeltLine in conjunction with the the community.



Circulation Framework Plan

Street Network Improvements:

New Street Connection

Intersection Upgrade

Complete Streets Improvements:

With bike facility

Without bike facility

Dedicated Bike Facilities:

Existing

Proposed

Pedestrian Space Improvements:

New Streetscape

New Multiuse Trail

Improvement to Existing Sidewalk

Rail Transit Improvements:

Heavy Rail Line / Station

Light Rail Line / Station

Redevelopment Areas

The vision for this corridor i s to have Marietta Blvd live up to its name. The first step towards implementing the vision is to transform Marietta Boulevard from a roadway with high vehicle speeds and limited aesthetic appeal into a vibrant Boulevard with ties to the Howell Station/Knight Park community next door. This vision extends to West Marietta St., making sure the story of the previously mentioned community extends from the corridor to the commercial nodes a mile away by creating a space that facilitates not just for cars, but cyclists, pedestrians, and their families.

The entrances to the Westside Reseroir Park will be determine through the park planning process currently underway.

500 1000 Feet

N

STREETSCAPE IMPROVEMENT

West Marietta Street

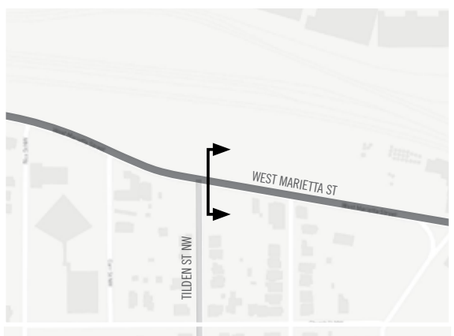
This Subarea's key corridor is West Marietta Street. Current configuration of the corridor has two lanes travelling northbound and two lanes travelling southbound. As reported by nearby residents, vehicular traffic along this corridor is fast and poses a safety issue for alternative transportation options. Sidewalks need repair.

Transforming the streetscape of West Marietta Street into one of a boulevard was highly favorable for residents. This increases the friendliness of the street and the neighborhood while providing a positive experience travelling down the corridor.

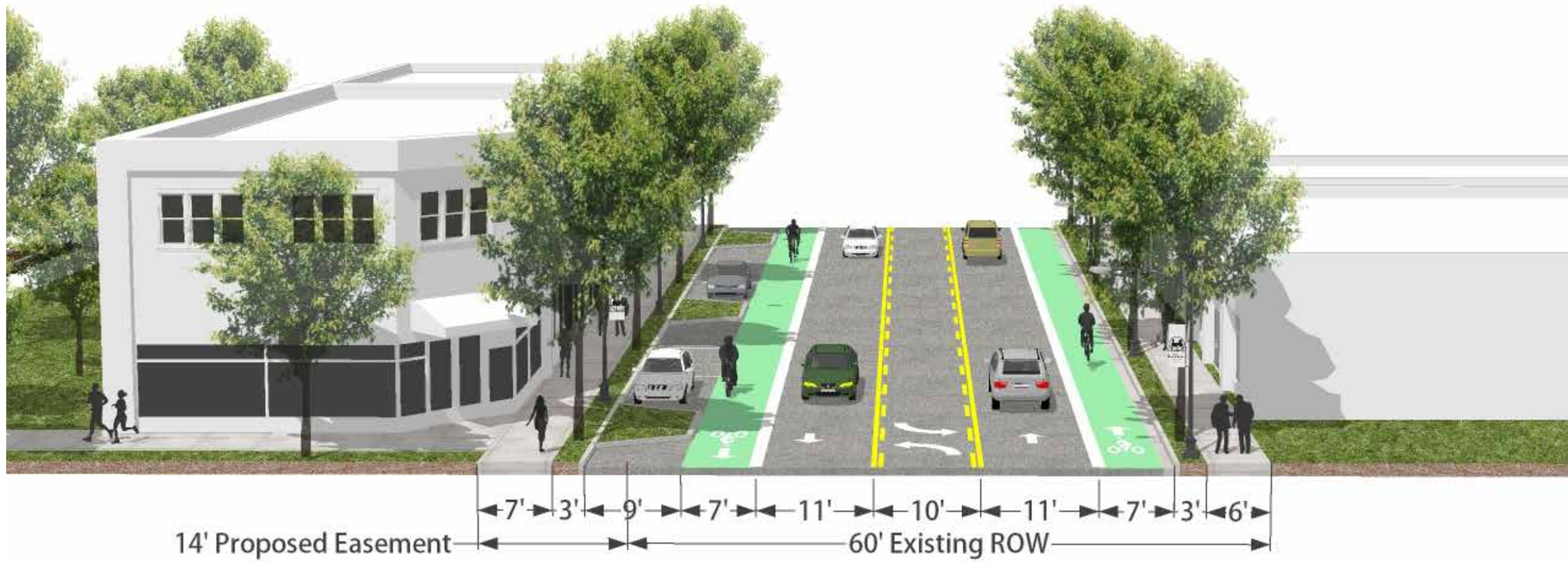
Trucks will still be able to operate within this layout.

Key Improvements

- Remove a lane on West Marietta Street and install protected bicycle lanes
- Repair and construct sidewalks along West Marietta Street where needed
- Install planters to buffer the sidewalk from vehicular traffic



West Marietta Street - Existing



STREETSCAPE IMPROVEMENT

Marietta Boulevard

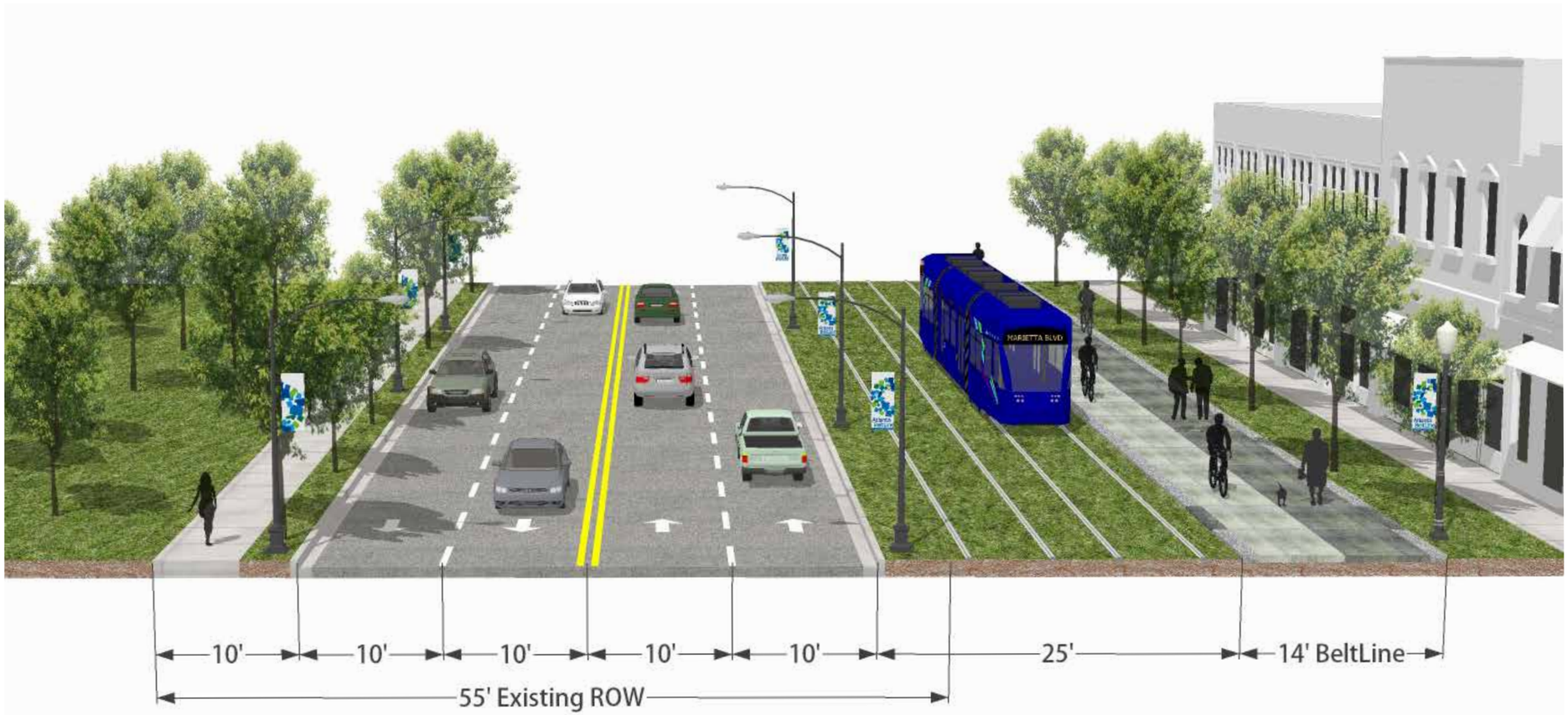
Marietta Boulevard is both a regional and City truck route. Currently there are no sidewalks on the corridor, even in the presence of bus stops. There are two lanes traveling northbound and three lanes travelling southbound. The intersection of Marietta Boulevard at West Marietta Street is missing pedestrian connections and sidewalk coverage.

This streetscape concept shows a street car on Marietta Boulevard. The previously adopted BeltLine Subarea 9 plan shows two possible options for transit, which included Marietta Boulevard or the rail spur west of Joseph E. Boulevard. Both options are still viable and are under consideration. If Marietta Boulevard is selected as the location for transit, the alignment in this corridor has not been determined.

Key Improvements

- Install traffic calming measures such as speed tables, pedestrian striping and signals
- Remove of a southbound travel lane and install the BeltLine trail and transit
- Install a pedestrian island/median at the intersection of Marietta Boulevard and West Marietta Street
- Install wayfinding for pedestrians at Marietta Boulevard and West Marietta Street

Marietta Boulevard - Existing



CONCEPT PLAN

Reservoir Park Development

Bellwood Quarry, the monumental excavation dominating Subarea 3, will soon transform into the centerpiece of the Westside Reservoir Park – which at 280 acres will become the city's largest park, nearly double the size of Piedmont Park. With its location along the BeltLine, the park will be a major regional attraction and needed open space resource on the West Side. Given its prominence in the subarea, connections to the Knight Park neighborhood are critical.

Immediately adjacent to the site of the park is a large triangular parcel of land that has long been used as a heavy materials recycling facility. This catalyst project envisions converting the industrial area into a robust mixed-use neighborhood that supports and enhances the quality of the new park through the creation of a dymanic urban development at one of the park's key gateway entrances. The project involves subdividing the parcel with a fine-grained street grid that centers on a "green central avenue" in which vital stormwater management basins are designed as landscape amenities (2). New medium-density mixed-use (1), multifamily residential (3), and townhouse developments (6) line the avenue and adjacent streets. Stormwater management functions would also be accommodated in several pocket plazas (4) that provide small gathering spaces for residents. The property's narrow southern extension could accommodate more community-oriented uses such as a performing arts facility (7) or destination retail market halls (8). The presence of the BeltLine multiuse trail and future light rail line along the project's eastern edge could also be anchored by an urban transit plaza (5); and a sculptural elevated walkway / overlook (9) crossing the active rail line could link the Beltline with the park's active space (10) and become an elegant icon for the project.

This Concept plan is illustrative of the type of development that could occur at this site. Many factors such as zoning, market, funding, environmental constraints etc. play a role in determining what is built on a site.

See following pages for images of comparable development character

CONCEPT PLAN

Reservoir Park Development

Estimated Development Program:

~1,300-1,500 parking spaces (shared decks)

~2,700-3,200 apartments

2,000-2,200 in wrapped deck

750-1,000 in freestanding buildings

~50-70 townhouses

~70,000-90,000 sf office / commercial

~60,000 sf urban market / food hall

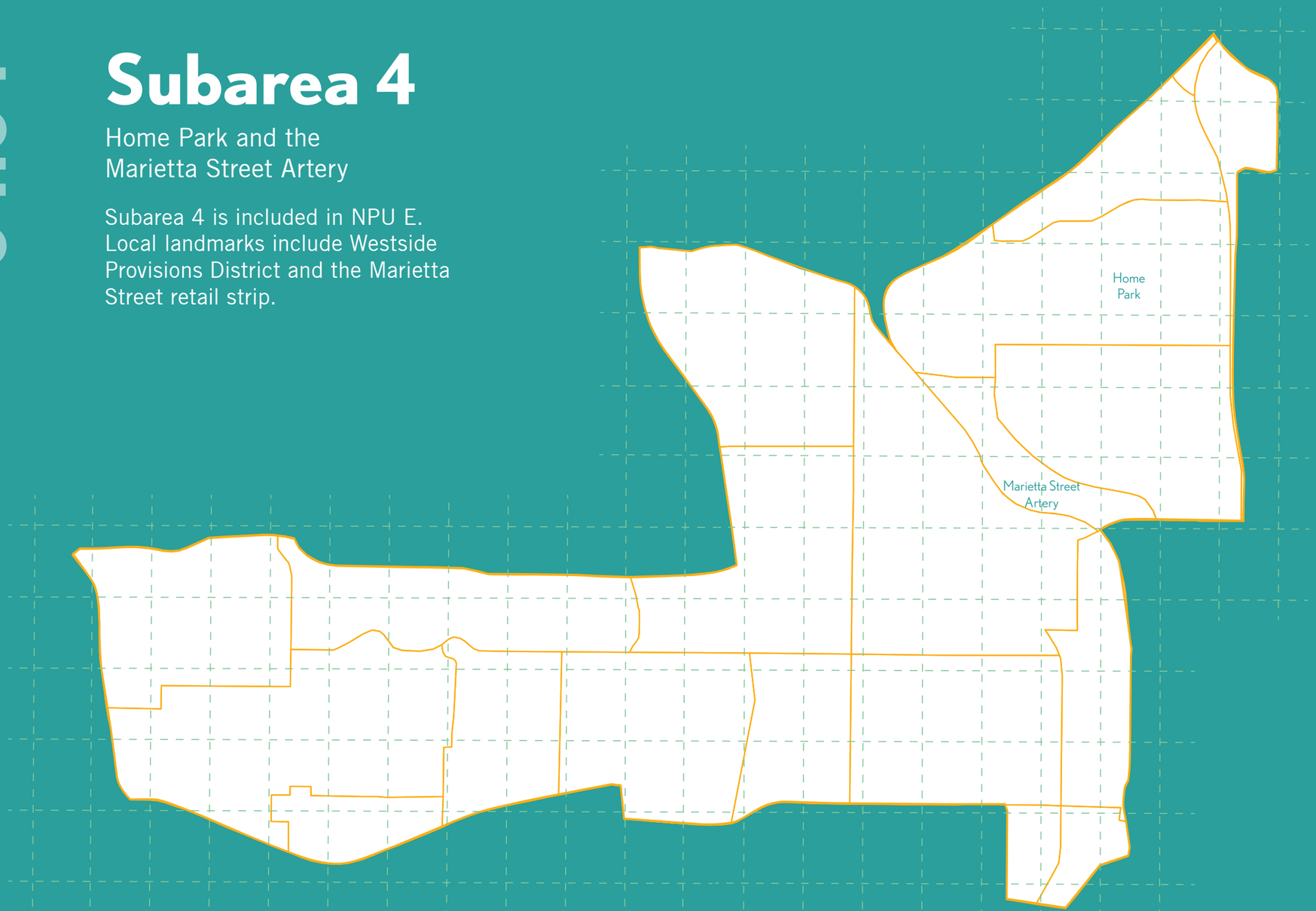
~15,000 sf community

04.04

Subarea 4

Home Park and the Marietta Street Artery

Subarea 4 is included in NPU E. Local landmarks include Westside Provisions District and the Marietta Street retail strip.



"I live in the old State Street Elementary School. I went to Emory, moved away, and when I came back to Atlanta, I fell in love with this place. It had character. It has the original school doors, chalkboards, windows, and floors.

It was built in 1911, to serve the children of workers at Atlantic Steel, and it closed in 1971 without really integrating.

The building sat dormant for many years, converted to apartments, and then condos in 2008. Now its listed on the historic register."

—Lauren Morton

PAST
Historic Context.

Atlanta's Upper Westside has been evolving over the last decade from a meat packing and manufacturing area into a dense and desirable neighborhood, beginning with the adaptive reuse of the King Plow factory complex. While recent redevelopment of the White Provisions property and the Brickworks as well as the pending Star Metals project (10) has accelerated the pace of transition along Howell Mill Road, the smaller warehouses and auto-oriented uses in the vicinity of Northside Drive have lagged behind.

Once known as Chastaintown, the neighborhood of Home Park formed as a mill village around the Atlantic Steel Company, which opened in 1901. As more large employers like the Exposition Cotton Mill, Miller Union Stockyards and the White Provisions Company located in the area, the neighborhood expanded with schools, churches, shops and restaurants.

While many of Atlanta's inner-city neighborhoods experienced white flight and economic decline in the 1960s and 70s, Home Park began to transition from a working class neighborhood to a college town due its location just north of the Georgia Tech campus. The population shifted from older residents to students, and the buyout of Atlantic Steel and its subsequent winding down in 1979 marked the end of an era of heavy industry in the city's core.

In 1998, Atlantic Steel Mill closed and by 2005, it was completely cleared and reborn as Atlantic Station, a massive, but pedestrian-friendly neighborhood, shopping, and office district on a brownfield site. The success of this redevelopment triggered additional housing developments, but peaked in 2008, when many redevelopment project came to a halt at the height of the national foreclosure crisis. In the Marietta Street Artery neighborhood, re-use of industrial buildings has continued along with the construction of new mixed use developments.

Note on the Neighborhood boundaries- Northside Drive is the boundary between Marietta Street Artery and the Home Park, even though this is not reflected in these maps.

Community Oral History

1928

"I've lived for 15 years in the neighborhood. I'm a fighter. We want to maintain the integrity of the neighborhoods.

Home Park is a steel mill village. It was an easy walk to Atlantic Steel. My house was built in 1928—a brick house. One of the ladies told me that whenever you see a brick house, it was a foreman's house. There's not many brick houses in Home Park."

-**Judy Byrd**

2000s

"We are right next to a Muslim community. Around the corner, the Old Center Street Methodist Church (on Ethel and Center Street) is now a Muslim School. It's an honor that they preserved and restored the church. We're next to the largest mosque in Atlanta."

-**Danae Cowart McBurney**

2015

"We are newcomers to Home Park. I like to say 'We were not born in Home Park but we got here as soon as we could.' We wanted a real neighborhood, a historic neighborhood, a walking neighborhood. We bought our place in 2015.

Our block used to be the parking lot for Atlantic Steel employees. The development started in 2002, but came to a complete halt during the recession. Our lot was bare dirt for years.

On the front porch, you can see all the city lights. On the backside it's like you're in a tiny neighborhood. It's quiet. We can walk to the symphony, the park, the best restaurants. We sleep outside on our terrace. It's the perfect combination."

-**Rhonda Wilcox McCurtain**

EXISTING CONDITIONS

SUBAREA 4

SA 4 is in the eastern portion of the district, covering Home Park and Marietta Street Artery. This Subarea has approximately 5,906 residents. Compared to the City of Atlanta and District 3, it has a high percentage of the population between 18 to 24. Of the 2,835 households in this Subarea, 86% of the households are renters. This Subarea has a lower ownership than District 3 and the City of Atlanta.

5,906 SUBAREA 4 POPULATION

38,715 DISTRICT 3 POPULATION

474,522 CITY OF ATLANTA POPULATION

EMPLOYMENT

SUB AREA 4

12% UNEMPLOYED

88% EMPLOYED

DISTRICT 3

14% UNEMPLOYED

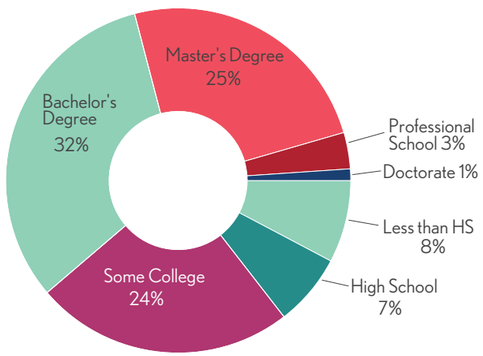
86% EMPLOYED

CITY OF ATLANTA

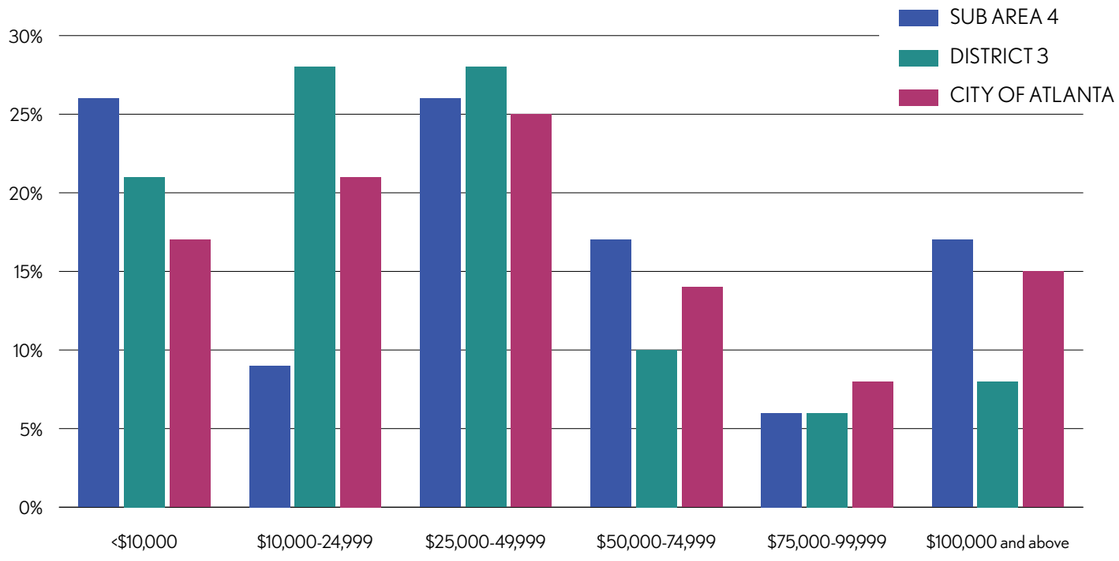
14% UNEMPLOYED

86% EMPLOYED

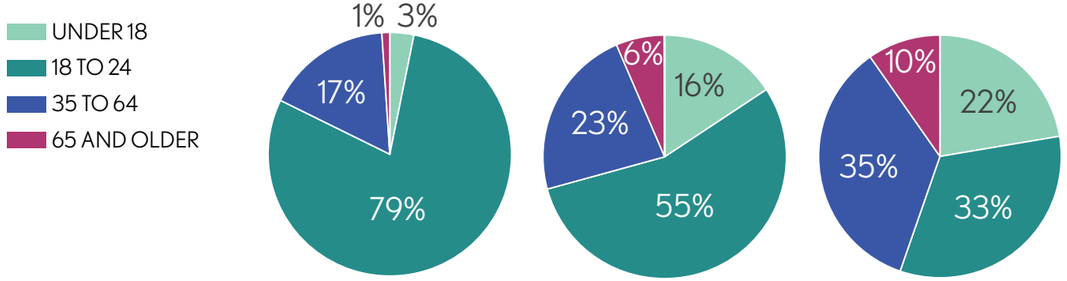
EDUCATION



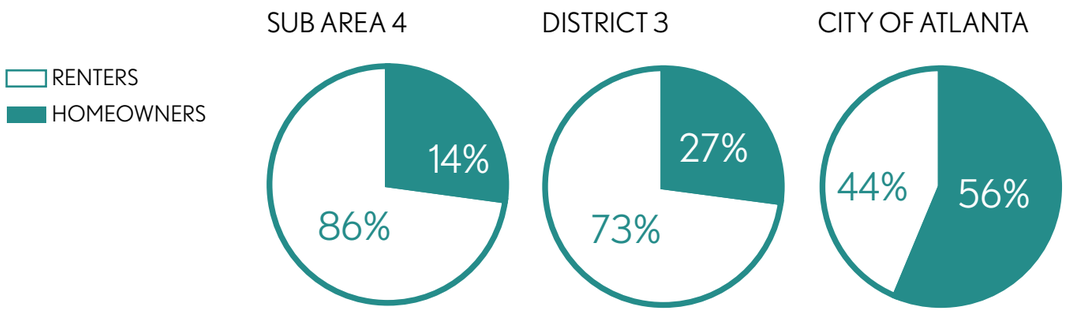
HOUSEHOLD INCOME



DEMOGRAPHICS



HOUSING



2,835 TOTAL HOUSEHOLDS

10,090 TOTAL HOUSEHOLDS

168,147 TOTAL HOUSEHOLDS

MOBILITY

SAFETY

3,118 crashes

BIKING

5 Relay Bike Share Stations and Bicycle Facilities on Luckie Street, Hemphill Drive, and State Street. PATH recently completed a bike path along Tech Parkway to Northside Drive

SIDEWALKS

90 percent sidewalk coverage, but many need repair

TRANSIT

Midtown, Arts Center, and North Avenue Station are within a half-mile of the eastern side of the Subarea. Buses provide service on main corridors

EXISTING CONGESTION

key Subarea 4 roadways experiencing congestion during the PM peak period in 2015 include I-85 and Northside Drive operating at a LOS of F

FORECASTED CONGESTION

in 2040, PM peak period congestion is anticipated to increase on all roadways, with Northside Drive, Howell Mill Road, 14th Street operating at LOS D to F

CONNECTIVITY + GREENSPACE

Limited greenspace in the Subarea at Home Park park. Opportunity to provide better connections to nearby parks such Couch Park

PREVIOUS PLANS

GDOT recently completed the Northside Drive study. MORE MARTA, Renew Atlanta and TSPLOST have projects in this subarea.

Existing Traffic Conditions
(PM Peak Level of Service, 2015)

Future Traffic Conditions
(PM Peak Level of Service, 2040)

Existing + Planned Bike Facilities

Subarea 4 Existing Circulation

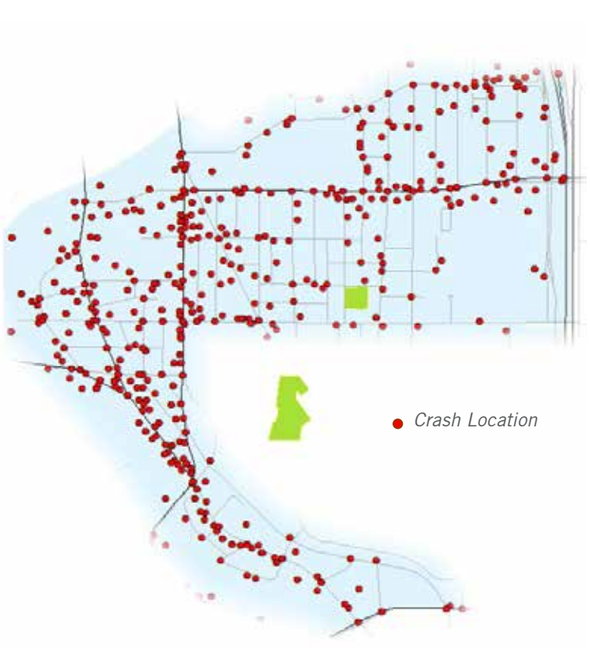
- Subarea Extent
- MARTA Stations
- MARTA Rail
- Streets
- Major Roads
- Expressways

Connect Atlanta Projects:

- *Vehicle Sightlines / Pedestrian Safety*
- *Roundabout*
- *Complete Streets*
- *New Street*
- *Road Widening*

Renew Atlanta Projects:

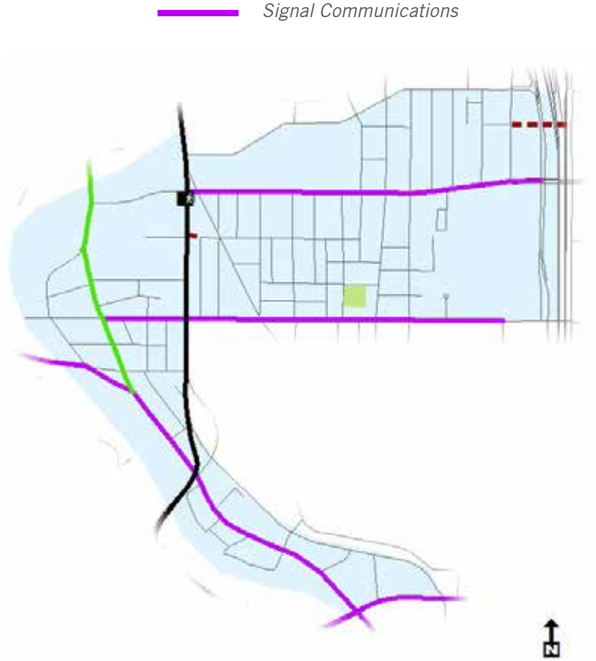
- *Complete Streets*
- *Signal Communications*



All Crashes

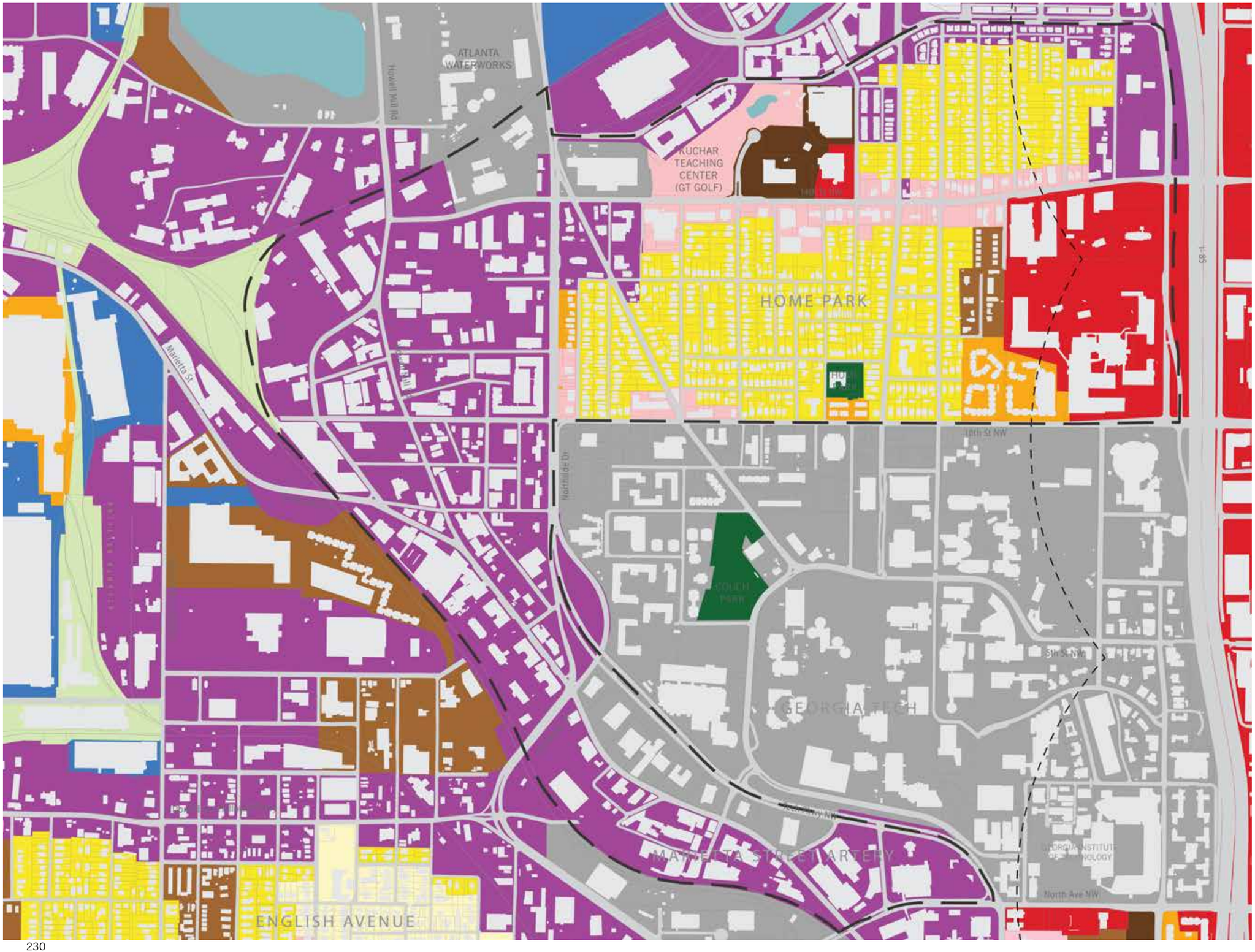
Pedestrian Crashes

Existing Sidewalks



Planned Projects

Subarea 4
Future Land Use



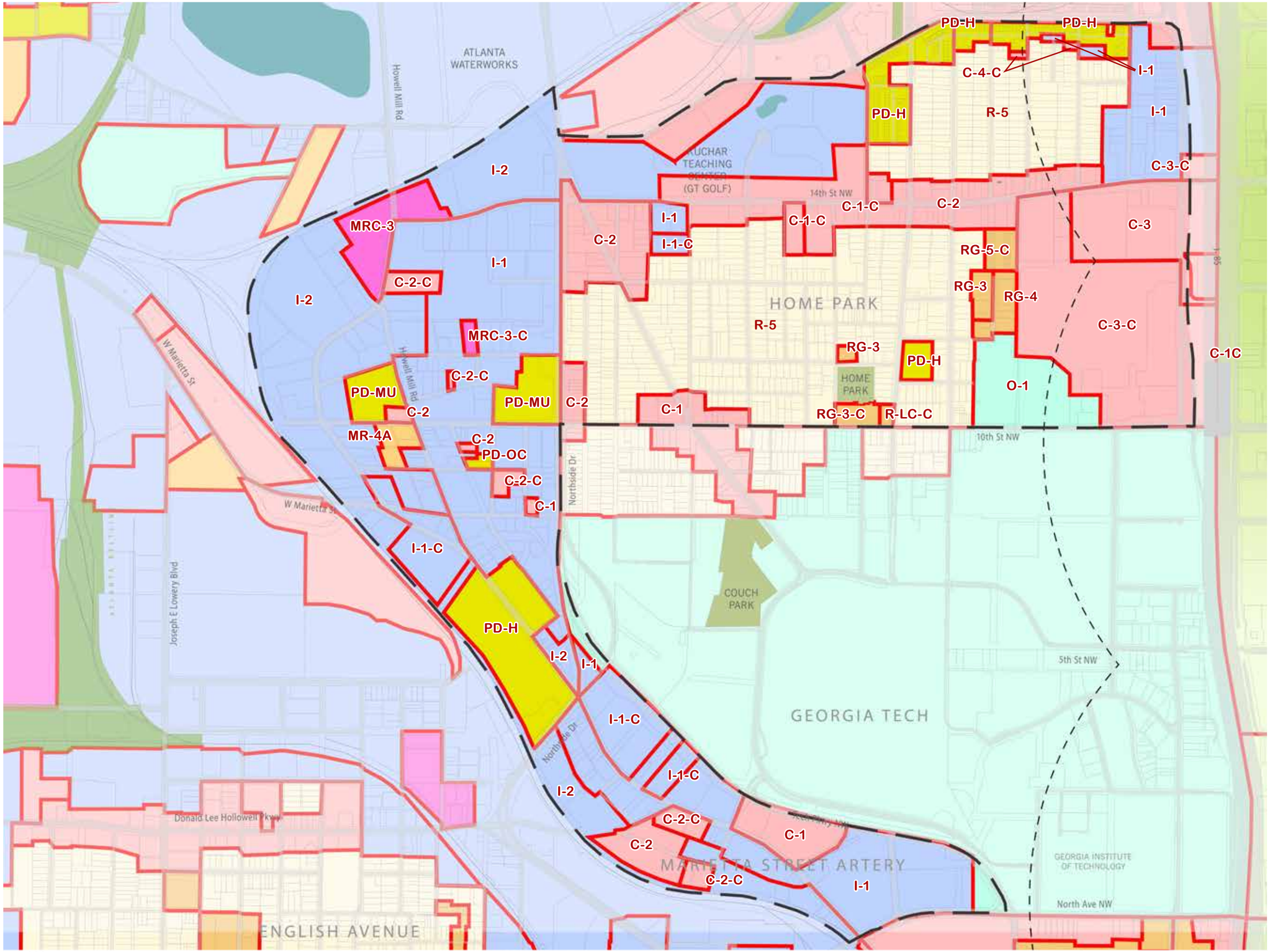
- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office / Institutional
- Office / Insitiution / Residential
- Industrial
- Transportation / Communication
- Mixed-Use
- Open Space (public)
- Open Space (private)
- Community Facilities
- Vacant Land / No Active Use

The current Future Land Uses for SA 4 consists of Low Density Residential in Home Park, Low Density Commercial along 14th Street, Mixed Use along Marietta Street Artery and along the boundary between Home Park and Atlantic Station and Mixed Use and High Density Commercial along the Downtown Connector.

500 1000 Feet

N

Subarea 4
Existing Zoning



- SPI - Special Public Interest
- Industrial
- Historic & Cultural
- Live-Work
- QOL Multifamily
- QOL Mixed Use
- Commercial
- Neighborhood Commercial
- Residential - Single-Family
- Office Institutional
- Planned Development
- Residential - Duplex
- Residential - Multifamily
- Residential - Limited Commercial
- Zoning District Outline

The zoning for SA 4 consists of residential with R-5 zoning (duplex) and SPI-8 overlay.in Home Park, commercial along 14th Street and increased commercial density along the Interstate, and scattered commercial and mixed use in a mostly industrial area in the Marietta Street Artery.

500 1000 Feet

N

PRESENT

Issues and Opportunities

The following are some of the emerging themes from feedback provided by residents and stakeholders of Subarea 4 at the June 29 workshop and August 19 recap and through the online survey.

Mobility //

Residents expressed a desire for streetscape, sidewalk, and crosswalk improvements along corridors to improve adjacent land uses and encourage development. There is also interest in seeing traffic-calming measures on main corridors such as 10th and 14th. Respondents stated that a decrease in traffic lanes was welcome to add well managed, on-street parking. Bike facilities were requested throughout the area. Iconic gateways should be added to the major intersections and improved wayfinding along the corridors. There was a notable desire to see new connections across existing hard edges—like connecting to Midtown across the connector, spanning over the rail corridor, and piercing some of Georgia Tech's boundary - as well as improving safety and reducing crashes. SPI 8 zoning requires one off street parking spot for every bedroom of a new build. This has helped the narrow neighborhood streets maintain two way traffic and on-street parking.

Neighborhood //

Subarea 4 respondents recognize new development is coming, and they hope to use any tools to preserve the historic neighborhood character of the place. They would like to see zoning codes better enforced and an increase in police enforcement.

Land Use //

While new development is generally welcomed, residents are against high density that would impact the low-density core of the neighborhood. They embrace the idea of mixed use, commercial areas, but they feel these developments are most appropriate in the form of small, community centers. All acknowledge that single family housing is a core tenet of the neighborhood, but most were in favor of increases in residential density in the form of tiny houses, artist housing, or townhouses, all of which maintain a neighborhood scale. Nevertheless, there is concern that the new Multi-unit Residential zoning (MUMR) will result in the loss of single family/ duplex structures and the construction of residential buildings out of scale with the existing neighborhood character. The potential increase is on-street parking is also a concern.

Some residents felt that the adjacent institutional uses should adopt more signature architecture in order to develop a stronger sense of place.

Services //

New developments in the western portion of the neighborhood were commended for ushering in new amenities.

Open Space + Environment //

Residents would like to see increased and maintained greenspaces. Many expressed an interest in seeing pocket parks and small neighborhood plazas. Home Park neighborhood has been working to acquire land and develop a neighborhood park north of 14th Street. While Marietta Street Artery and the CID have been working to make the Waterworks publicly accessible.

ATLANTA WATERWORKS
Howell Mill Rd
KUCHAR TEACHING CENTER (GT GOLF)
14th St NW
HOME PARK
10th St NW
I-85
W Marietta St
Joseph E Lowery Blvd
COUCH PARK
5th St NW
GEORGIA TECH
MARIETTA STREET ARTERY
GEORGIA INSTITUTE OF TECHNOLOGY
North Ave NW
Donald Lee Hollowell Pkwy
ENGLISH AVENUE
Huff Road LCI update - capacity improvements and...
...streetscape between Marietta Boulevard and CSX railroad
open public greenspaces / move fencing on DWM property
gateway opportunity at Huff and Howell Mill intersection
right now people don't bike on 14th and Howell Mill
pocket park opportunity at MARTA mobility headquarters
mural on retaining wall
more bike share stations
streetscape improvements at West Marietta to encourage development
need a series of parks to create a linear network of green spaces
need artist housing to keep them in the neighborhood
• increase in crime rates • crime an issue on vacant properties
zoning enforcement - minimize residential rezoning to commercial
rehab of existing houses
• traffic congestion • no light syncing
improve east-west connections at all intersections
promote bike-ped and de-emphasize car culture
no turn lane on Hemphill
connect 11th to 14th Streets through the "superblock"
gateway opportunity at Northside and 14th
continue / connect Northside Drive to Howell Mill
need to restrict 11th Street parking
• land use improvements • tiny home communities
possible new connection
• bike-ped improvements • traffic light improvements
gateway opportunity at Northside and 10th
gateway opportunity at Marietta and Howell Mill
streetscape opportunity to encourage development and connection to downtown
connection across railroad (even if it's bike-ped)
BRT on Northside Drive
problematic intersection - policemen every day, parked cars, no light
not enough ROW for emergency vehicles on Curran
sidewalks in disorder throughout
worst / most dangerous intersection in the whole corridor
worn-down sidewalks on bridges
need wayfinding strategies in subarea
open 5th Street connection on GT side
this intersection is a mess
• keep single-family • townhomes OR • maintain residential area
small community development - no high-density development
put appropriate scale commercial - no more than 2-3 stories along 14th Street
Hirsch Street is unpaved - needs paving
bike lane versus street parking - do not remove street parking
maintain historic character of neighborhood
10th Street needs higher density development so it can become a boulevard
need greenspaces / Greater Home Park Plan (2002)
renter throw trash on curb
do not build more apartments or developments until transportation plan is complete
• need east-west bike connections • trunk line?
• sidewalks needed • ROW small for parking on both sides
signature architecture
• speed limit • traffic calming facilities • more crosswalks

Issues + Opportunities

Strengths

- Home Park has a strong and active neighborhood association. The Home Park Plan is the neighborhood guide for growth and development
- The Upper Westside CID is organized and committed to both planning and implementing projects in the subarea.
- The proximity to Midtown, MARTA and Georgia Tech make Home Park an extremely desirable neighborhood.
- The Howell Mill corridor has emerged as an exemplary urban mixed-use district that other stakeholders in District 3 admire.
- The Atlanta Waterworks is both a significant natural assets and an important historic resource that could be better utilized.

Concerns

- Striking a balance between the preservation of the single family/ duplex residential area of Home Park and redevelopment along corridors is on-going.
- Traffic volume and speed is a major concern on Northside Drive and 14th Street.
- The subarea has poor pedestrian and bike infrastructure, and needs wayfinding improvements.
- Gas stations and storage facilities are issues for this area.

Weaknesses

- Recent rezoning requests have exposed differences of opinions between residents and investors/ developers regarding their proposed developments in Home Park.
- Encroachment by Georgia Tech into the residential area of Home Park has been an ongoing concern. There should be no more encroachment by Georgia Tech
- Park space is extremely limited.
- Conventional zoning allows for auto oriented development

FUTURE

Vision and Recommendations

Subarea Four will be a model for accommodating the District's future growth and existing residents through a combination of neighborhood preservation, innovative open space and development of dynamic urban activity centers.

Buildings+Districts//

With its rapid growth and continued investment in adaptive reuse and new development, as well as its emergence as a destination for some of the city's best cuisine and one-of-a-kind retail, Subarea 4 is quite different from other parts of District 3. In fact, many of the comments heard during stakeholder workshops in other subareas referenced this part of the district as a model for new development in other places. The common problems associated with an auto-dominated transportation system has drawn Home Park neighborhood, Marietta Artery Association and Upper Westside Community Improvement District together. In fact Subarea 4 is unique in that it has several organized advocacy organizations including one that has taxation authority.

Home Park has been planning its future since at least 2002 when the Greater Home Park Master Plan was completed in advance of the redevelopment of Atlantic Steel. The Plan's Vision- "A unique, diverse and vibrant community setting the standard for intown living and working", its guiding principles- Diversity, Connectivity and Synergy, the seven goals and the strategies for these goals as well as the illustrative master plan are still relevant today. Through the D3 Plan, these recommendations were re-confirmed. These two plans work together to guide growth and development in the neighborhood.

That plan, and a subsequent effort focused on 14th Street, envisioned the neighborhood as a low-density residential enclave tucked between a regional shopping district and major research university. Maintaining that equilibrium has not been easy, and Home Park residents have found themselves defending the neighborhood character. That said, there is a desire to see 14th Street become a true neighborhood retail corridor that is comfortable and safe to walk along and has storefront development that is beneficial to residents and provides a transition to adjacent residential uses. **Restructuring the cross-section of 14th Street** and **revising the existing commercial zoning** to allow **small-scale mixed-use of up to 3 stories** will help bring about this change.

Still, Subarea 4 is in a City Design growth zone; and its proximity to existing and future regional transit makes it a logical place to expand housing. West Midtown is shorthand for Subarea 4 and describes the kind of development intensity that is possible beyond the Home Park low-density core (preservation) zone. On the east, the Georgia Pubic Broadcasting and GTRI buildings set the tone for long-term redevelopment of the parcels toward the Downtown Connector. **High-density development** is also appropriate in the block east of Fowler, with the provision that Fowler be improved and that the scale of development respect the adjacent neighborhood.

The Upper West Side LCI, completed in 2005, set vision and goals, recommendations and action plan that are still relevant today. Some of the vision statements of the plan are to add open space, improve the safety and function of the existing transportation system, emphasize transit and pedestrian infrastructure, promote mixed use and the quality of life zoning districts to enhance the public realm, and protect the historic character of the area.

The development patterns follows the example set by Westside Provisions, Cottonwood Westside, 1016 Lofts and other urban mixed-use models. Northside Drive is the subarea's equivalent of Peachtree Street and should have a comparable urban character. The recent residential development of Atrium Westside is the first step in reorienting Northside Drive away from a regional vehicular artery and toward an urban transit boulevard. Redevelopment of parcels surrounding the 14th Street / Hemphill / Northside intersection is particularly important in establishing an urban gateway to Subarea 4 and increasing ridership for future BRT or light-rail transit.

Forests+Streams //

One of the most compelling opportunities in Subarea 4 centers on the **historic buildings of the Department of Watershed Management**. The 1876 Hemphill pumping station and the 1953 Art Deco waterworks building are exceptional examples of the kind of high aesthetic standards that were once second nature in municipal utilities. Given the continuing interest in creating a larger **Waterworks Park** by relocating the reservoir fences and reclaiming the historic lodge for public use, transitioning these two buildings into events facilities would provide much needed public space in Subarea 4. Combining the two buildings in a redesigned landscape could also be a fitting **gateway to a Beltline trail spur** that utilizes the adjacent rail overpass as an access. This idea was floated as early as 2006 in a study to provide public spaces along 14th Street. Given the Improvement District's desire to build a public art presence, and the potential greenway connection from the Waterworks to the Goat Farm and beyond, the adaptive reuse of the buildings and grounds could become a highly visible anchor for the public arts program of Subarea 4.

Streets+ Sidewalks//

Mobility projects focus on improving the interior streetscapes of the Home Park neighborhood, adding **key network extensions and new street grids** in the area of the central "superblock", and redesigning major streets like Northside Drive and 14th to become multimodal urban boulevards. Improving connectivity across the interstate is also critical. The proposed **15th Street extension and bridge** is especially important to Subarea 4 because it provides an alternative to 14th Street for commuter and crosstown traffic. Likewise, **connecting across the CSX / Norfolk Southern rail lines at Jefferson** and over a **restored Bankhead Avenue Bridge** is vital to expanding access to the Innovation Corridor described earlier.

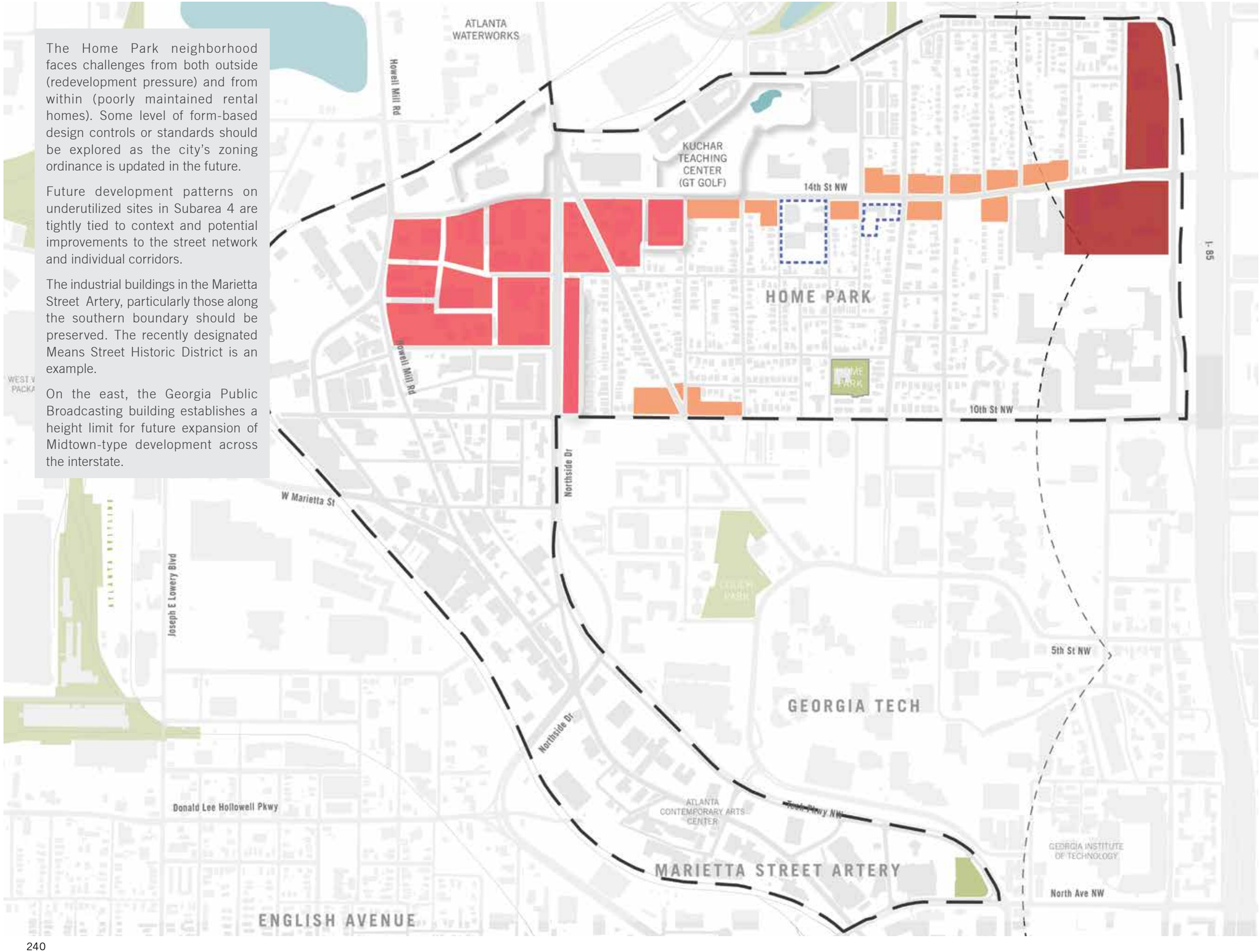
With street connections strengthened and diversified, the area will see an increase in pedestrian and bike trips to nearby development on the west and safer trips to transit stations to the east. **Additional bicycle facilities** provided by a dedicated multiuse trail along 10th Street and bike lanes on West Marietta will offer cyclists additional routes across the subarea. As this occurs, residents should experience a decrease in automobile dependency, thereby providing more tolerable levels of automobile traffic on the otherwise-busy adjacent roadways. Increased bus ridership is also a major area objective. With limited on-street parking in Home Park, the parking requirements in SPI-8 need to be required for all developments.

The Home Park neighborhood faces challenges from both outside (redevelopment pressure) and from within (poorly maintained rental homes). Some level of form-based design controls or standards should be explored as the city's zoning ordinance is updated in the future.

Future development patterns on underutilized sites in Subarea 4 are tightly tied to context and potential improvements to the street network and individual corridors.

The industrial buildings in the Marietta Street Artery, particularly those along the southern boundary should be preserved. The recently designated Means Street Historic District is an example.

On the east, the Georgia Public Broadcasting building establishes a height limit for future expansion of Midtown-type development across the interstate.



Land Use + Development Framework Plan

- Single-Family Stabilization / Infill
- Twin, Row + Courtyard Housing
- Multistory Multifamily
- Neighborhood Centers
- Area Activity Centers
- Regional Urban Core
- Industrial / Innovation Space
- Community Facilities
- Heritage Resources

Incorporation of greenspace in developments, as recommended in the Home Park Plan, benefit the neighborhood and the employees. Redevelopment of the shallow parcels fronting 14th Street in the central part of the corridor would be limited to two to three stories of neighborhood-scaled mixed-use, working with a redesigned street cross-section to reduce vehicle speeds and create a safe and comfortable walking experience. Along Northside Drive and further west, new development would replicate the type and style of recently built projects in the Marietta Street and Howell Mill corridors. It is especially critical to establish clear boundaries between different land use groups because so many different urban districts meet in this subarea.

The Residential areas of Home Park is Low Density Residential an is compatible with the T3 Single Family Stabilization/infill Development Character Area.

500 1000 Feet

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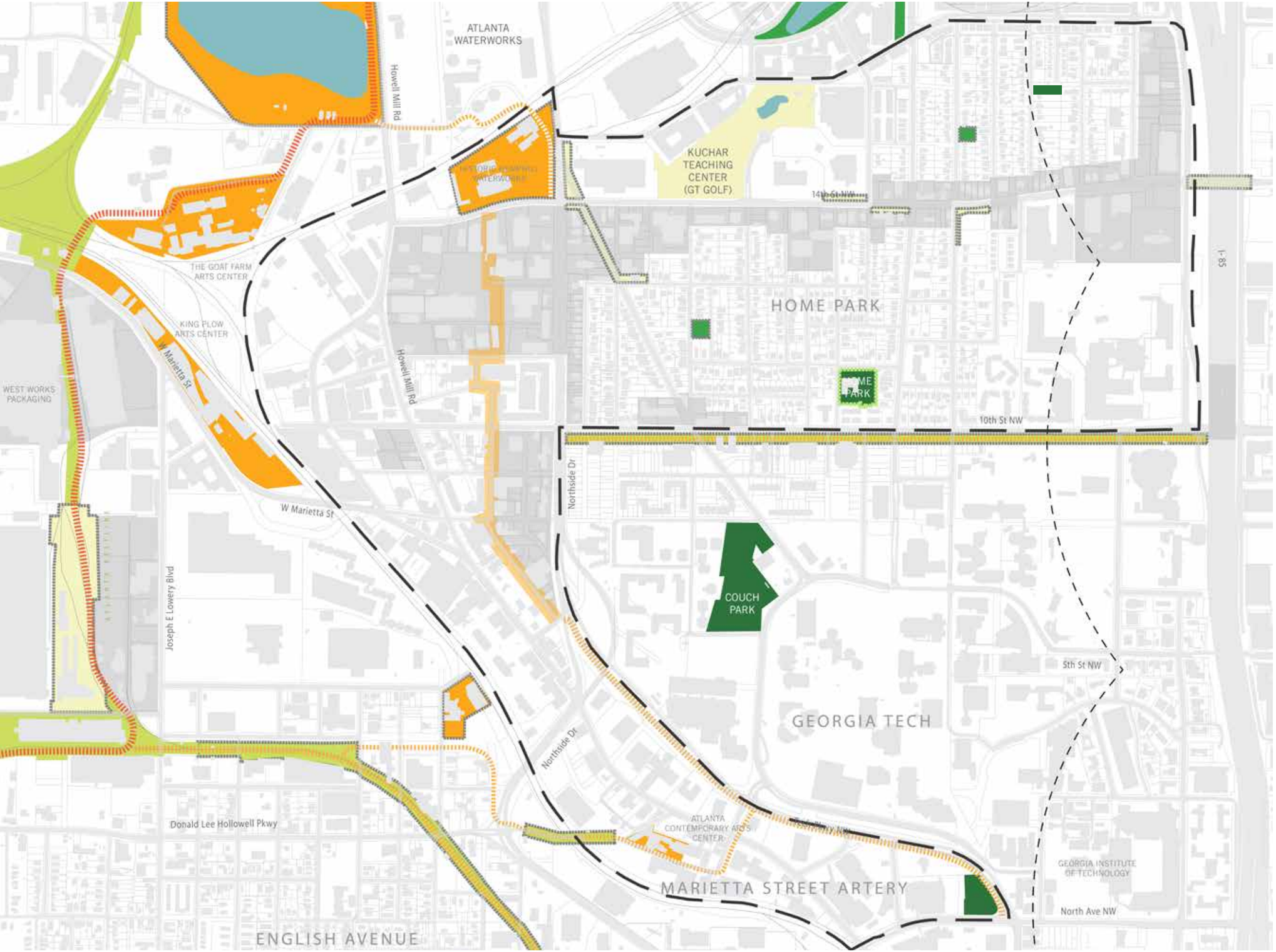
Parks + Natural Areas Framework Plan



Existing Park Classifications

- R/C — Regional or Community Park
- Neighborhood Park
- B — Block Park / Playlot
- Green Spot
- Trail Corridor
- Plaza
- Special Facility

Additional Classifications

- Conservation Park
- Nature Preserve
- Community Center

- New or Expanded Park
- Improved Existing Park
- Redevelopment Areas
- Riparian Restoration Corridors
- BeltLine Greenway Trail
- Other Trails (Proposed)

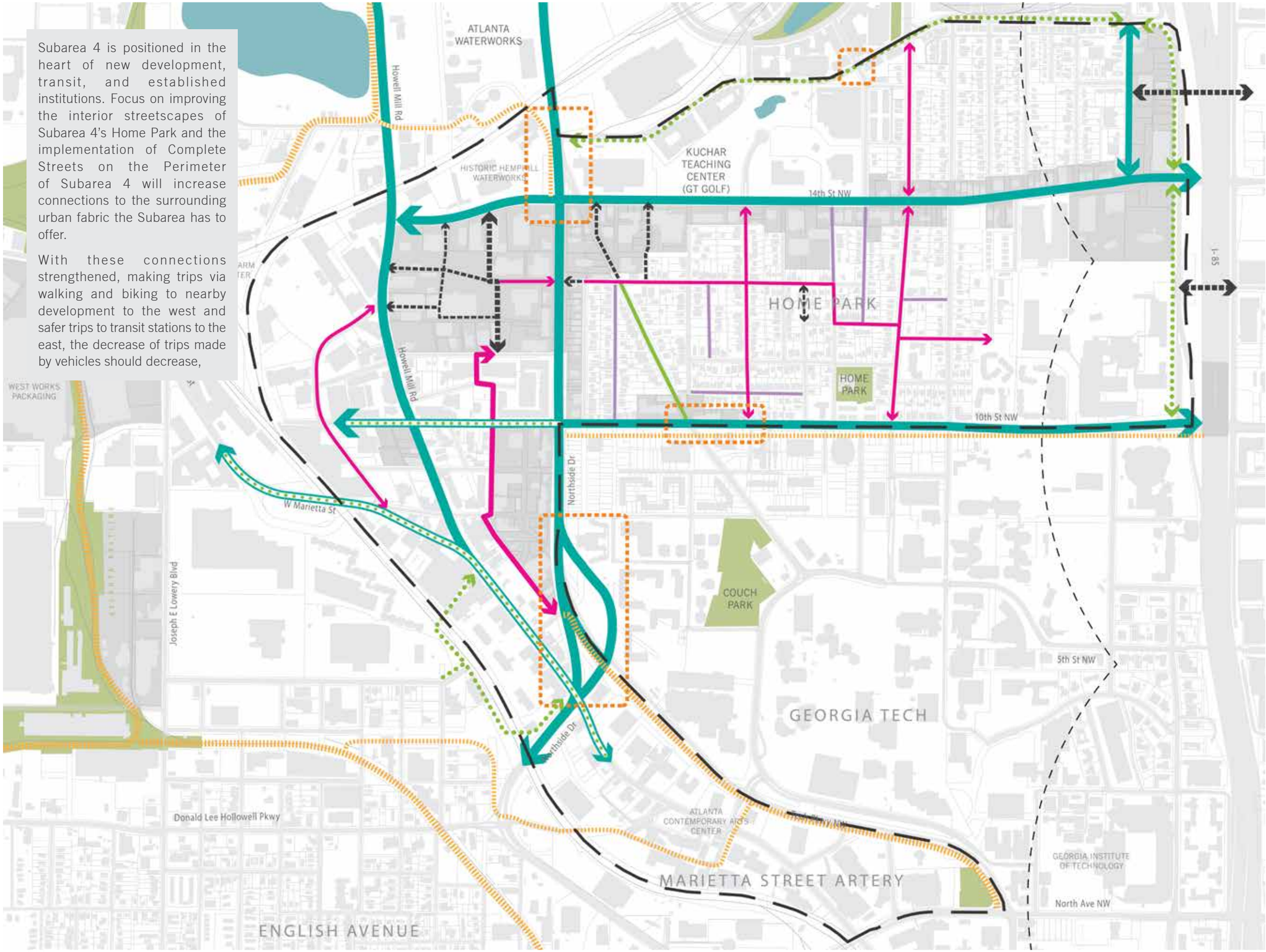
While Subarea 4 does not have as much green space as other areas, there are still opportunities to create accessible green space and trails. Small neighborhood parks in Home Park and the Waterworks Greenspace are two opportunities.

500 1000 Feet

N

Subarea 4 is positioned in the heart of new development, transit, and established institutions. Focus on improving the interior streetscapes of Subarea 4's Home Park and the implementation of Complete Streets on the Perimeter of Subarea 4 will increase connections to the surrounding urban fabric the Subarea has to offer.

With these connections strengthened, making trips via walking and biking to nearby development to the west and safer trips to transit stations to the east, the decrease of trips made by vehicles should decrease,



Circulation Framework Plan

Street Network Improvements:
- *New Street Connection*
- *Intersection Upgrade*

Complete Streets Improvements:
- *With bike facility*
- *Without bike facility*

Dedicated Bike Facilities:
- *Existing*
- *Proposed*

Pedestrian Space Improvements:
- *New Streetscape*
- *New Multiuse Trail*
- *Improvement to Existing Sidewalk*

Rail Transit Improvements:
- *Heavy Rail Line / Station*
- *Light Rail Line / Station*

Redevelopment Areas

there improving the LOS of adjacent roadways. This also improves the safety of residents and shoppers using all modes of transportation. The installation of complete streets and streetscapes also increase connectivity to greenspace outside of the subarea, like the Westside Waterworks and Couch Park at Georgia Tech.

To make 10th and 14th street safe for pedestrians, additional mid-block crossings, crosswalks and traffic calming are needed along 10th and 14th streets. On 14th street, a crossing is needed between Techwood Drive and Atlantic.

500 1000 Feet

N

STREETSCAPE IMPROVEMENT

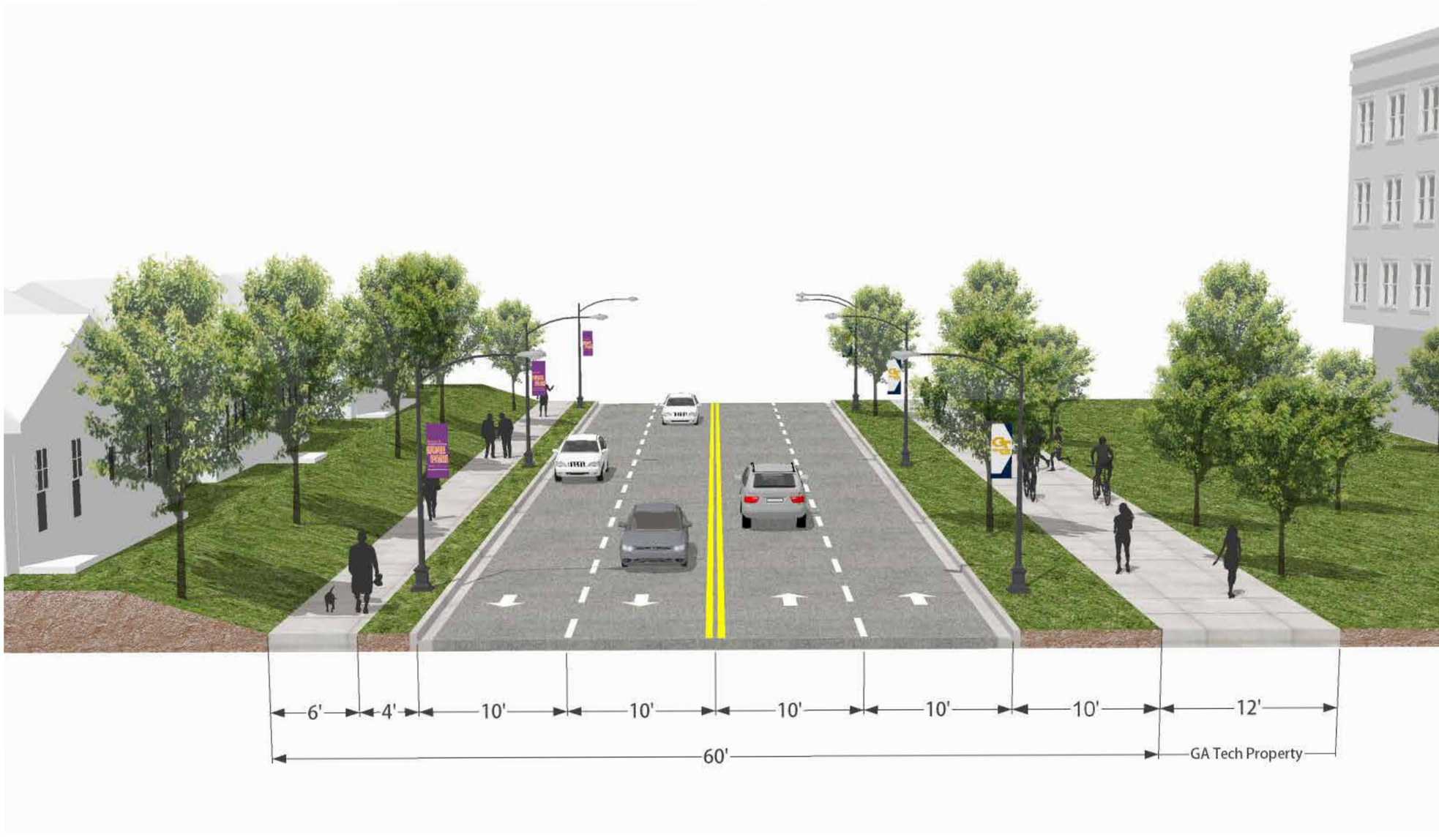
10th Street

10th Street - Existing

10th Street is one of the main east-west corridors in the subarea. Current 10th Street existing conditions include two-way traffic lanes and sidewalks, with amenities like street trees and buffers. There are two lanes of traffic eastbound and two lanes of traffic westbound that are all in need of repair.

Key Improvements

- Install a two-way multi-use path on the south side of the street



STREETSCAPE IMPROVEMENT

14th Street

14th Street - Existing

14th Street is one of the main east-west corridors in the subarea. 14th Street is also US Route 19. Current streetscape of 14th Street includes a lot of commercial development and ample sidewalk space as well as driveways. The speed limit along this corridor is rarely enforced as residents note that cars go faster than the posted speed. Road design needs to be coordinated with GDOT.

Key Improvements

- Install street trees, benches, and buffers.

CONCEPT PLAN

Upper Westside/ Home Park/ Hemphill

Atlanta's Upper Westside has been evolving over the last decade from meat packing and manufacturing area into a dense and desirable neighborhood, beginning with the adaptive reuse of the King Plow factory complex. While recent redevelopment of the White Provisions property and the Brickworks as well as the pending Star Metals project (10) has accelerated the pace of transition along Howell Mill Road, the smaller warehouses and auto-oriented uses in the vicinity of Northside Drive have lagged behind.

This subarea's catalyst project focuses on the subdivision of a major "superblock" as well as redevelopment of the Hemphill / Northside Drive intersection and the long-term transition of the historic Waterworks. The superblock is dominated by a handful of large properties that have regraded the natural landscape over time into a series of terraces. Since introducing a new interconnected street grid is a priority, extending the stub-ended Ethyl Street west and adding a central green space (9) both compensates for the grade change and reorients the superblock interior to the public. Additional streets radiate off the green in all directions, providing space for dense multistory urban development (7) as well as smaller infill product like rowhouses (8) and modular housing (11). The plan also repositions the Northside Drive / 14th Street intersection as an urban gateway to Midtown West. The realignment of Hemphill Avenue allows for the creation of two new urban plazas (3) and multifamily residential Developments at this location need to provide a transition in height and scale to the adjacent residential uses and minimize impact to the network of narrow streets (4). The plan also envisions high-density mixed-use commercial (5,6) and residential (10) development framing the street corridor. Finally, the plan proposes renovation of the historic Waterworks complex (1) and conversion into an educational / events facility similar to the Metropolitan Waterworks Museum in Boston, connecting to the BeltLine with a multiuse trail (2).

This Concept plan is illustrative of the type of development that could occur. Many factors such as zoning, market, funding, environmental constraints etc. play a role in determining what is built.

See following pages for images of comparable development character

CONCEPT PLAN

West Side / Hemphill

Waterworks Museum

Multiuse Trail

Hemphill Plaza

Hemphill Residential

Signature Gateway Buildings

Northside Boulevard Dining

Office / Hotel

Rowhouses

Central Green

Northside Mixed-Use

Modular Village

Star Metals Redevelopment

Estimated Development Program:

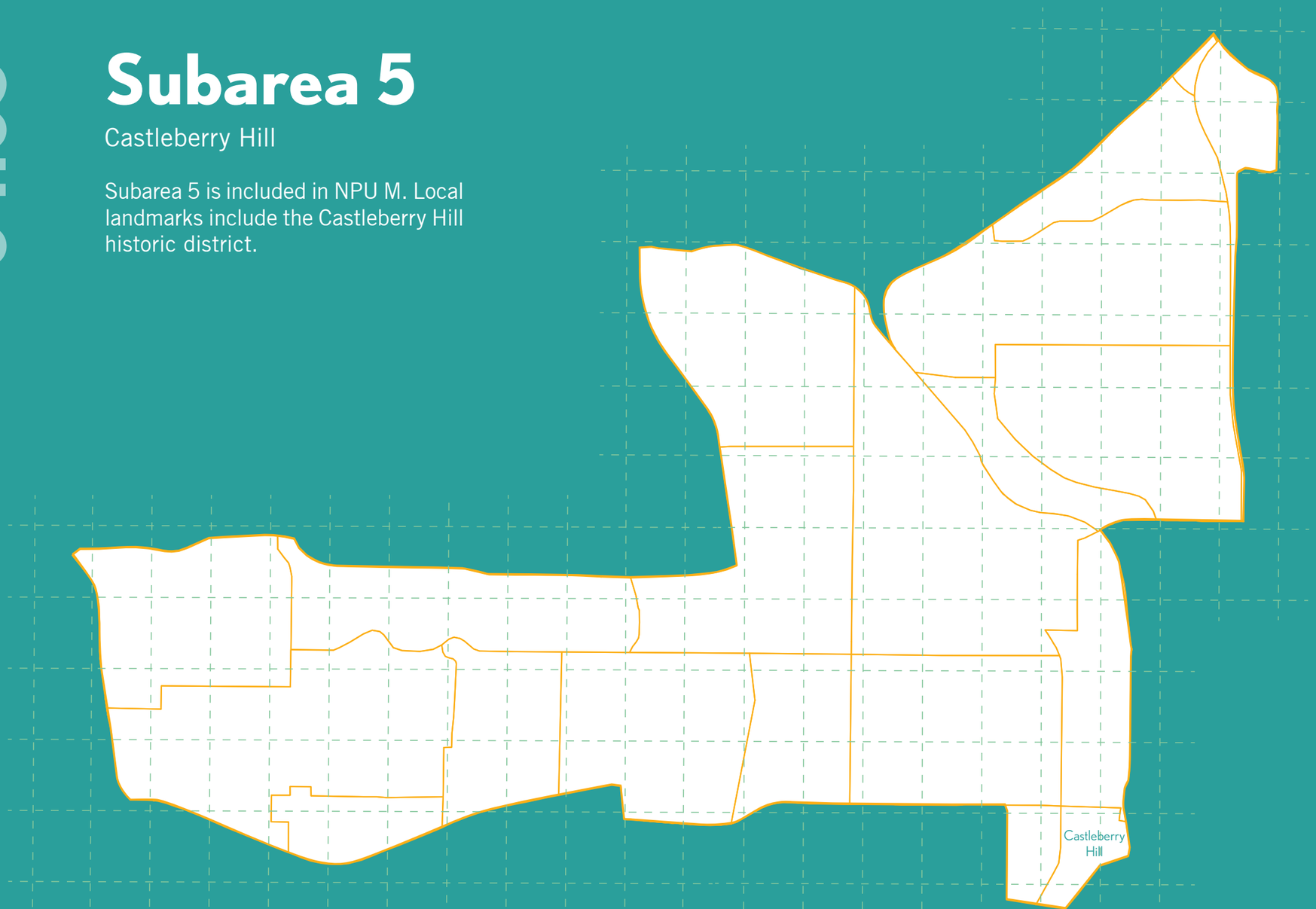
~4,000 parking spaces (shared decks)
~3,500-4,200 apartments
2,600-3,000 in wrapped deck
900-1,200 in freestanding buildings
~70-100 townhouses
~250,000-300,000 sf office / commercial
~90,000-110,000 sf retail / food hall
~120,000 sf community

04.05

Subarea 5

Castleberry Hill

Subarea 5 is included in NPU M. Local landmarks include the Castleberry Hill historic district.



"My place is an old horse stable. It's a fabulous, unique place. It's where I belong. Back in the '70s, supposedly, they used the building for police horses. There's still a barn door, an old white horse painting.

When I moved in, in 2000, this was an up-and-coming arts district. You felt great walking around to all the galleries."

—Gay Lemmerhirt

PAST
Historic Context.

Before the Civil War, the area along Peters Street was known as Snake Nation. Little more than a cluster of log cabins and wooden shacks just outside of Atlanta's city limits, it grew along with the city's oldest railroads into a regional rail distribution center. Renamed for early settler Daniel Castleberry after the Civil War, the building materials, lumber, cotton, and groceries that fueled reconstruction flowed through the warehouses and railyards of Castleberry Hill.

By the late 1870s, it was a bustling neighborhood of laborers, clerks, saloon keepers, grocers, butchers, carpenters, and blacksmiths with a school, a fire station, and neighborhood shops and services. Over the next twenty years, black residents displaced by industrial development in the district moved into the triangle formed by Nelson, Haynes and Walker Streets, building additional housing and a church.

The shift from residential to industrial continued during the 1920s, when businesses like meat packing processer Swift & Company constructed factories on Peters Street, creating a district that today is recognized for its remarkable early twentieth century industrial architecture.

The Castleberry Hill historic district was placed on the National Register of Historic Places in 1985, and by the late 1990's many of these buildings were converted into loft condominiums. The 1996 Olympics brought another influx of residential development downtown as artists began to live and work in the adapted warehouse buildings. Castleberry Hill's concentration of art galleries, studios, and cafes all within strolling distance made the Atlanta's premiere arts district by 2002. The economic downturn in 2008 slowed residential growth and investment in the area, a trend accelerated by the turnover of art galleries to nightclubs.

Community Oral History

1984

"Our father purchased the property in 1984 as a real estate investment. We inherited it in 2001, and have been owning and operating it ever since.

To see it come so far, but be hindered by infrastructure issues is beyond frustrating. Most of these buildings are owned by absentee landowners who don't care. Meanwhile, I want to develop my building but right next door is a building that looks like hell, with water issues, power line issues.

The challenge is finding tenants who can deal with large spaces, large bills. We need greater density to make commercial spaces viable, but we are limited in terms of residential development."

-**Alphonzo Cross**

2000

"My place is an old horse stable. It's a fabulous, unique place. It's where I belong. Back in the '70s, supposedly, they used the building for police horses. There's still a barn door, an old white horse painting.

When I moved in, in 2000, this was an up-and-coming arts district. You felt great walking around to all the galleries.

Then the economy crashed and Castleberry Hill started turning into a bar district. They call themselves a "restaurant," but it's a bar or a club. They're not supposed to have live entertainment, or noise late at night. They're not supposed to have patios. They do it anyway. We have to constantly police everything—code violations, historic district rules. People get so tired of fighting, they give up.

I moved into this neighborhood because I loved the diversity. But since 2008, it's like we lost the arts. I would love to see the return of art galleries and it would help to have more residents."

-Gay Lemmerhirt

EXISTING CONDITIONS

SUBAREA 5

This Subarea on the southeastern corner includes the Castleberry Hill neighborhood and has approximately 1,043 residents. Compared to the City of Atlanta and District 3, it has a higher percentage of the population that is 65 years and older and a lower percentage of people 35 to 64. 78% of the households are owners, which is higher than District 3 and the City of Atlanta.

1,043 SUBAREA 5 POPULATION

38,715 DISTRICT 3 POPULATION

474,522 CITY OF ATLANTA POPULATION

EMPLOYMENT

SUB AREA 5

42% UNEMPLOYED

58% EMPLOYED

DISTRICT 3

14% UNEMPLOYED

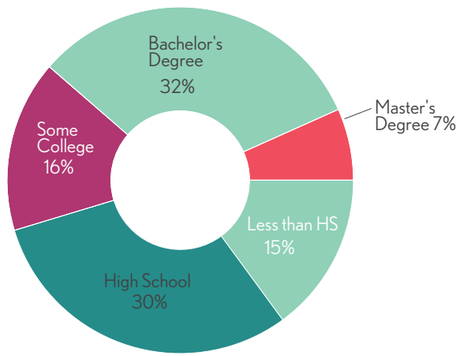
86% EMPLOYED

CITY OF ATLANTA

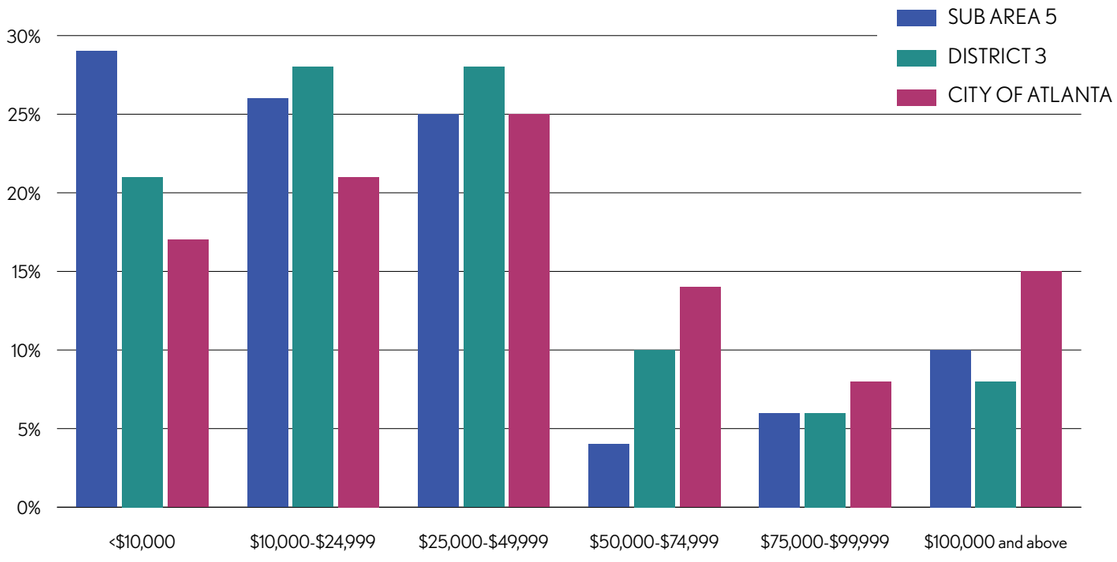
14% UNEMPLOYED

86% EMPLOYED

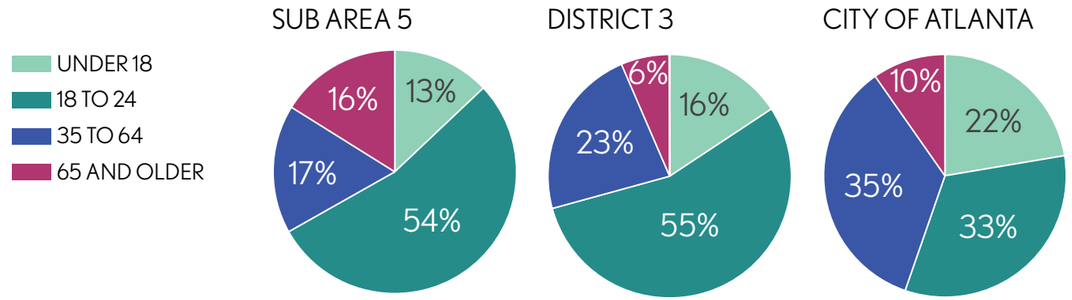
EDUCATION



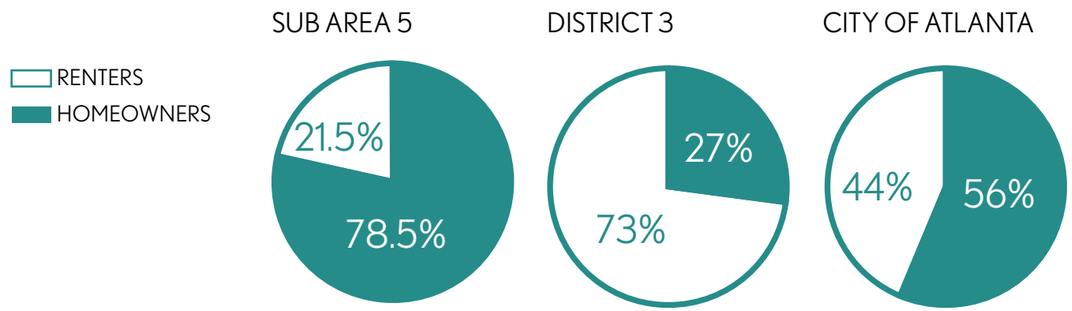
HOUSEHOLD INCOME



DEMOGRAPHICS



HOUSING



719 TOTAL HOUSEHOLDS

10,090 TOTAL HOUSEHOLDS

168,147 TOTAL HOUSEHOLDS

MOBILITY

SAFETY

1,022 CRASHES

BIKING

Existing bike lanes on Peters Street and Relay Bike Station

SIDEWALKS

100 percent sidewalk coverage

TRANSIT

Garnett and GWCC MARTA Stations are nearby.

EXISTING CONGESTION

Key Subarea 5 roadways experiencing congestion during the PM peak period in 2015 include Walker Street, I-20 Westbound, and Northside Drive

FORECASTED CONGESTION

In 2040, PM peak period congestion is anticipated to increase on Walker Street, the I-20 Ramps, and Northside Drive to LOS E

CONNECTIVITY + GREENSPACE

No greenspace within the Subarea. Possible expansion to Cleopas Johnson Park on opposite side of Northside Drive.

PREVIOUS PLANS

None of the projects identified in Connect Atlanta or Renew Atlanta have been completed yet in Subarea 5

Existing Traffic Conditions

(PM Peak Level of Service, 2015)

Future Traffic Conditions

(PM Peak Level of Service, 2040)

Existing + Planned Bike Facilities

Subarea 5 Existing Circulation

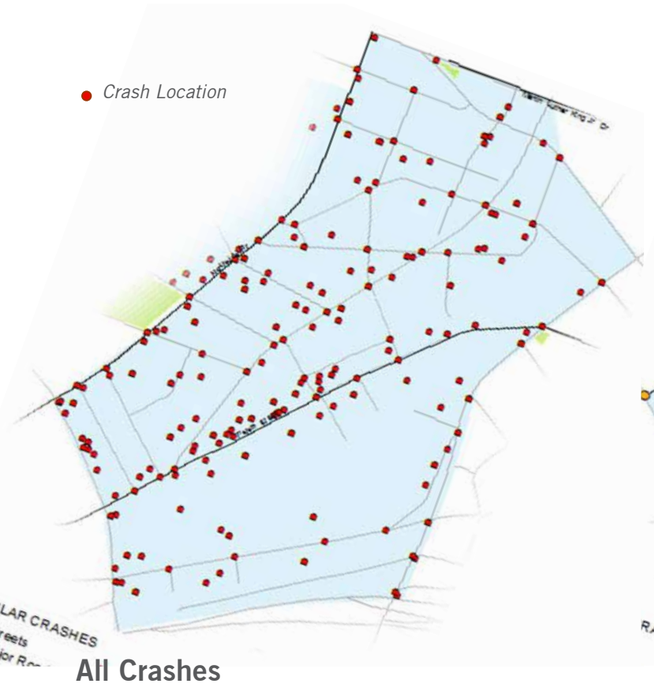
- Subarea Extent
- MARTA Stations
- MARTA Rail
- Streets
- Major Roads
- Expressways

Connect Atlanta Projects:

- *Vehicle Sightlines / Pedestrian Safety*
- *Roundabout*
- *Complete Streets*
- *New Street*
- *Road Widening*

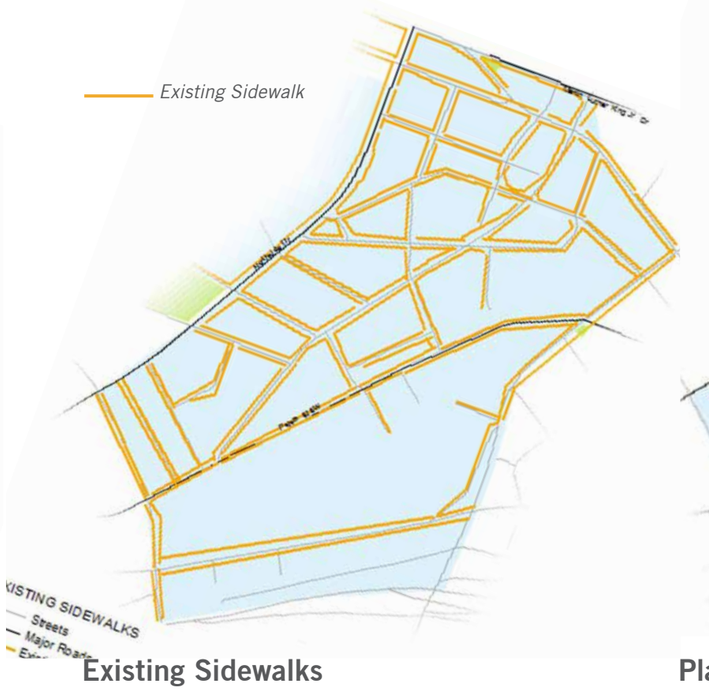
Renew Atlanta Projects:

- *Complete Streets*
- *Signal Communications*



All Crashes

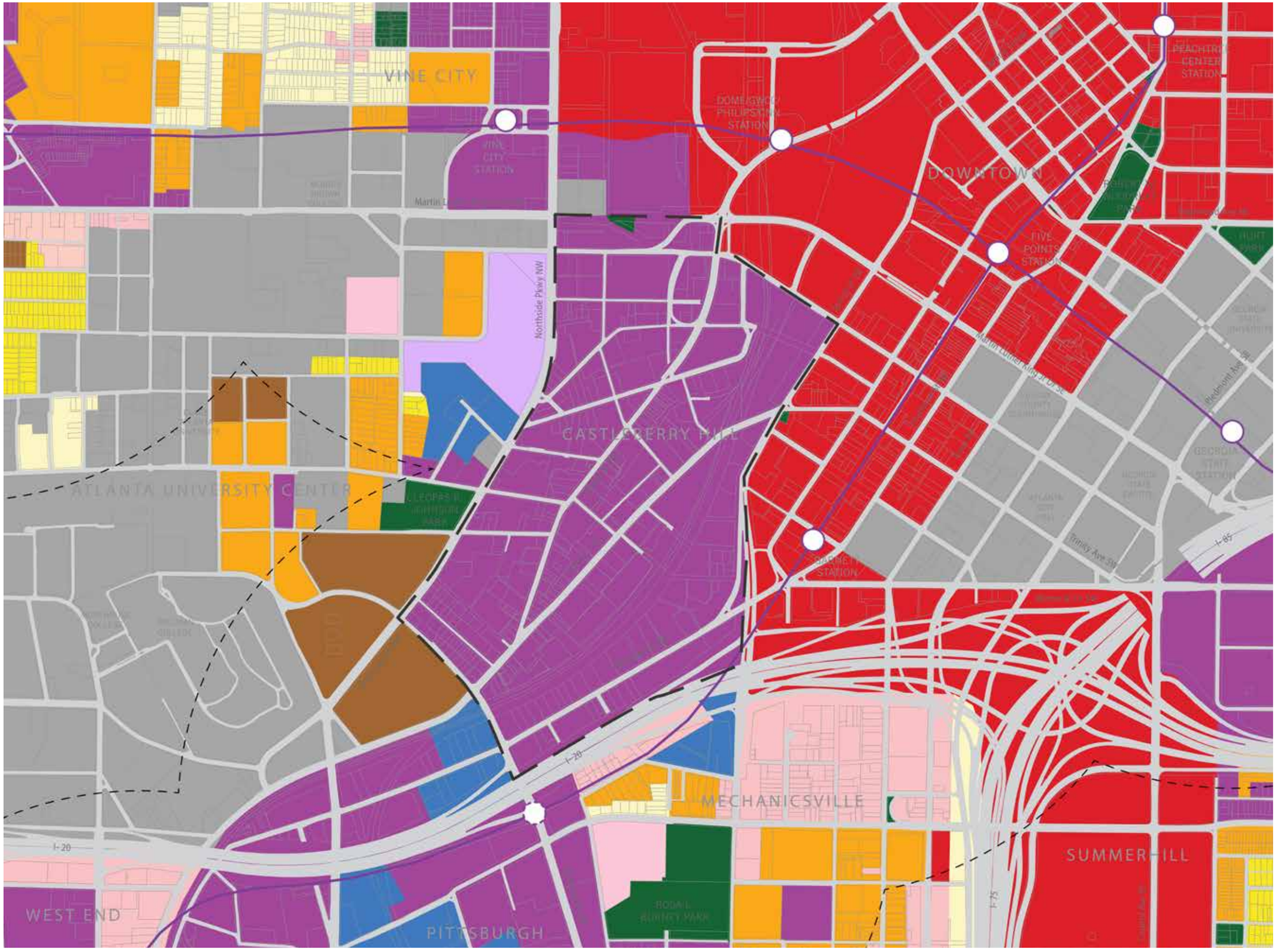
Pedestrian Crashes



Existing Sidewalks

Planned Projects

Subarea 5
Future Land Use



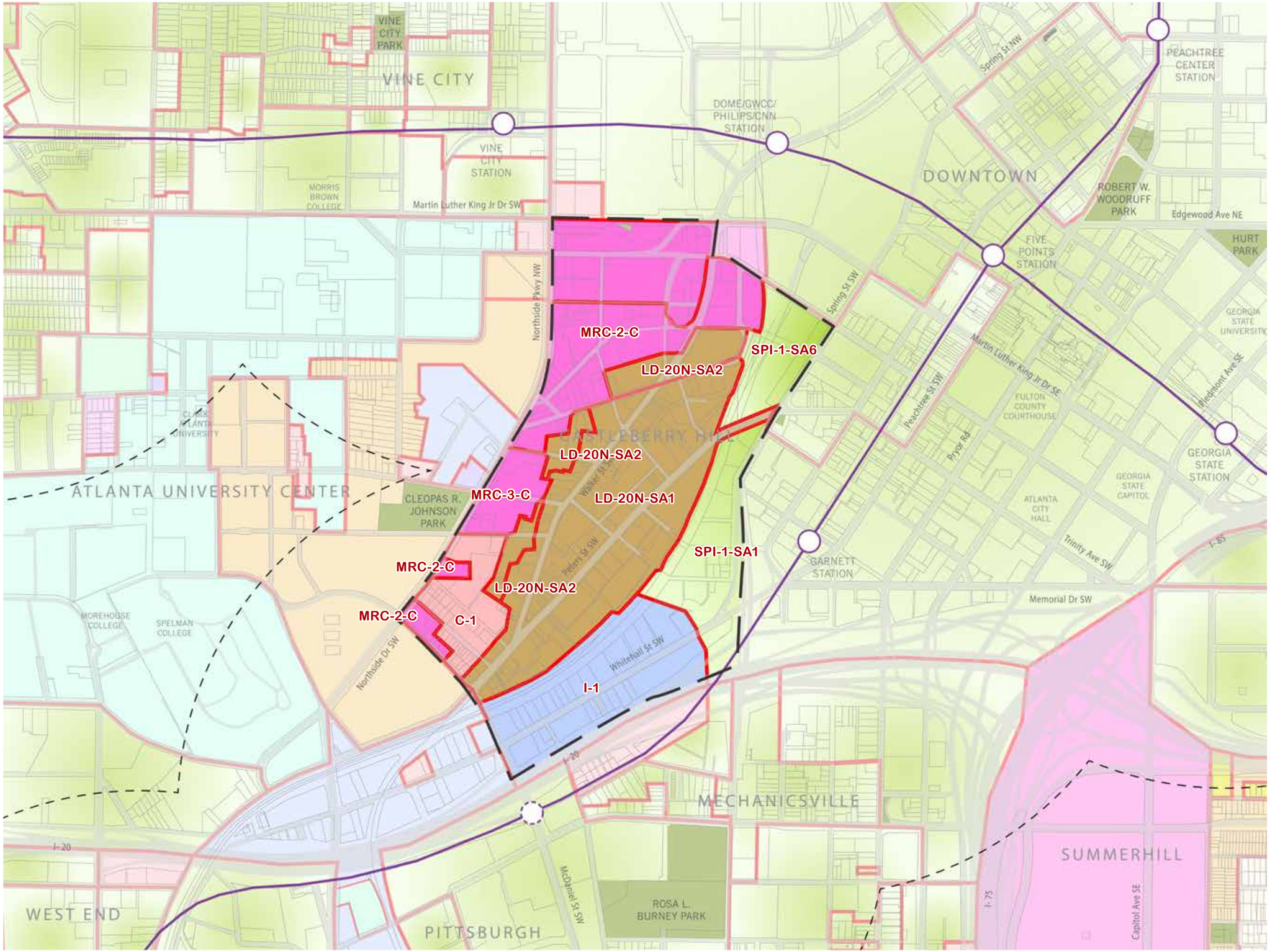
- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office / Institutional
- Office / Insitiution / Residential
- Industrial
- Transportation / Communication
- Mixed-Use
- Open Space (public)
- Open Space (private)
- Community Facilities
- Vacant Land / No Active Use

The Future Land Use designations in SA 5 consist almost entirely of mixed use.

500 1000 Feet

N

Subarea 5
Existing Zoning



- SPI - Special Public Interest
- Industrial
- Historic & Cultural
- Live-Work
- QOL Multifamily
- QOL Mixed Use
- Commercial
- Neighborhood Commercial
- Residential - Single-Family
- Office Institutional
- Planned Development
- Residential - Duplex
- Residential - Multifamily
- Residential - Limited Commercial
- Zoning District Outline

The zoning for SA 5 consist of mixed use, historic landmark district zoning, industrial, and special public interest districts.

500 1000 Feet

N

PRESENT

Issues and Opportunities

The following are some of the emerging themes from feedback provided by residents and stakeholders of Subarea 5 at the July 17 workshop and August 19 recap and through the online survey.

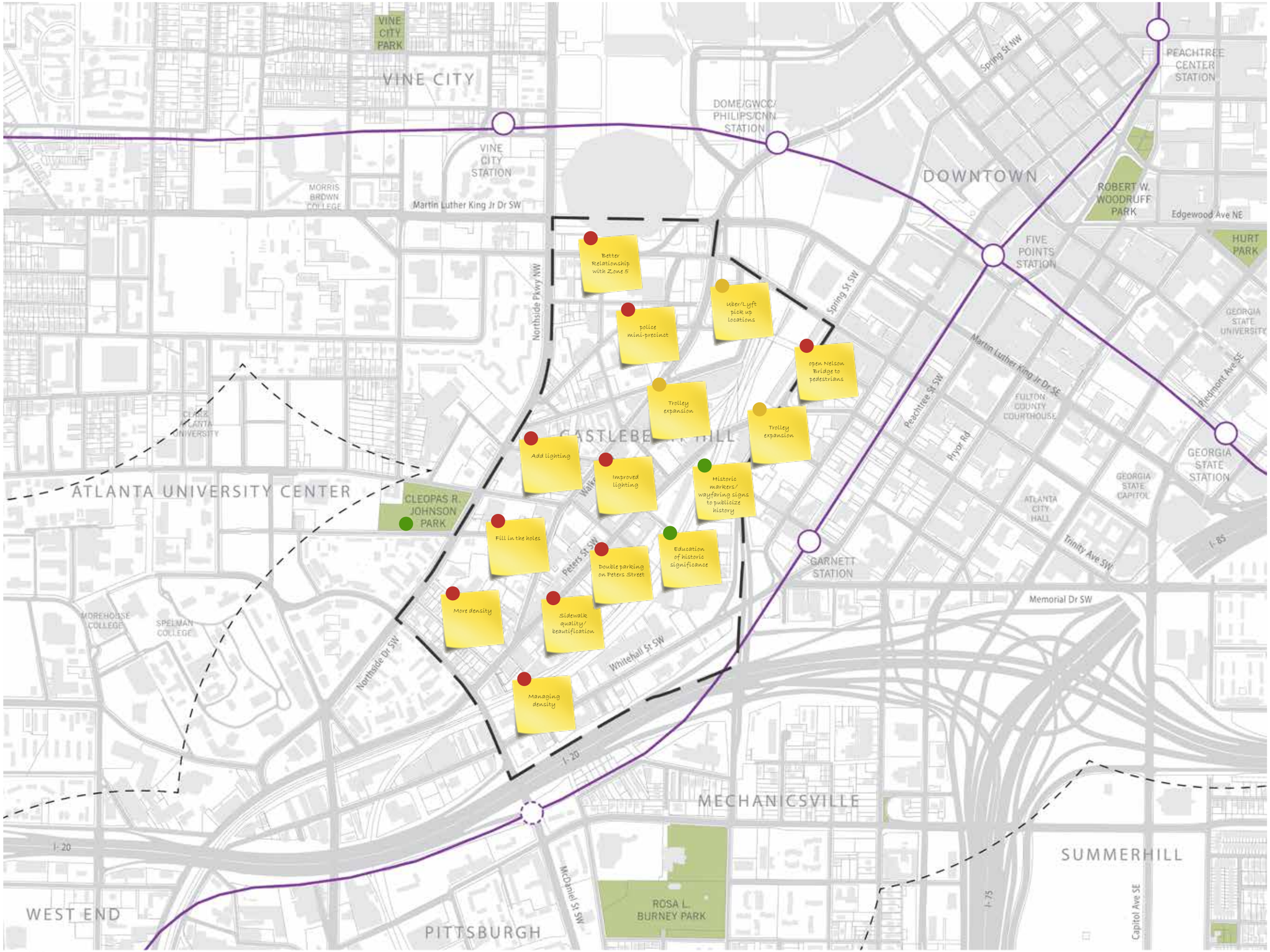
Mobility // Castleberry Hill stakeholders have expressed their concerns over excessive traffic speed and volume on Walker Street, Peters Street in past planning efforts. While this is still a foremost concern, parking issues have begun to replace operations as the most urgent issue facing neighborhood circulation. The spillover effect of Mercedes-Benz Stadium has contributed to a parking crisis, especially since the lack of decks has constrained supply. New facilities are urgently needed, as are sidewalk upgrades through the historic core. One-way streets were also mentioned as a problem. Outside the core, Whitehall Street was identified as a corridor needing significant improvement.

Neighborhood // There is a strong neighborhood identity and cohesive community in Castleberry Hill, but recently the nuisance issues associated with nightclubs has begun to erode residents' acceptance of a certain level of "urban grit". Many comments were associated with creating a new entertainment district on Whitehall Street to transition them out of the core. This idea stemmed from earlier efforts to create the Peachtree Bottom district and and further defined in the Downtown Atlanta Master Plan

Land Use // Stakeholders understand new high-density development around the Gulch and Mercedes-Benz Stadium is inevitable but were adamant that historic preservation south of Markham Street be enforced. Preservation of the Norfolk Southern complex and its rail structures is critical, as is the retention of historic buildings along Whitehall Street. There was consensus among stakeholders supporting a future commercial mixed-use district along Whitehall, paired with the makerspace idea fashioned in the concurrent Downtown Master Plan.

Services // There were some stakeholder comments about the lack of a nearby grocery store and other every day services.

Open Space + Environment // The lack of green space was a major issue for most stakeholders. Even though Cleopas Johnson Park is adjacent to the neighborhood boundary, residents do not associate it with Castleberry Hill because of the barrier created by Northside Drive. Stakeholders also voiced their support for utilizing rail sidings and margins as linear plazas.



Issues + Opportunities

Strengths

- History of Arts district- we keep it real, hip, funky, cool, keep it unique, authentic
- Can be a destination with restaurants/shops/services
- Conduct a market analysis and inventory of existing locations that work with an existing liquor license
- Make the historic work for the neighborhood Tying the neighborhood together through zoning that emphasizes the historic

Concerns

- Game day parking and tailgating
- Need Neighborhood-wide parking plan- cooperative
- Need to encourage alternative forms of transportation Disconnect with affordability
- Consistency of Design
- Need to change perception of Castleberry Hill
- All open space should be appropriate for the demographic that lives in the neighborhood
- District needs to be more accessible. It doesn't have to be inside of Castleberry Hill but walkable and close to entry points

Weaknesses

- Parking safety: should have lights and people
- Affordability issues. At present the percentage of affordable housing does not reflect demographic
- Increase homeownership rate

FUTURE

Vision and Recommendations

Subarea Five will be a living reminder of Atlanta's railroad heritage by strengthening and expanding the historic fabric of Castleberry Hill and reclaiming the Whitehall Street corridor.

Buildings +Districts//

Subarea 5 consists entirely of the Castleberry Hill neighborhood, which since its emergence in the 1990s as a destination loft / gallery district has become so successful that it runs the risk of losing its distinct SoHo-like character to external development pressure and internal issues like parking and noise. This is not new to the neighborhood but has been brought into focus by the construction of Mercedes-Benz Stadium (MBS) and the pending redevelopment of the Gulch. The neighborhood has had many growth dialogues beginning with its 2000 master plan; all are built on the fundamental notion of historic preservation of buildings and infrastructure, particularly rail, which drive its appeal. Even with that baseline assumption and strong market position, it faces challenges like enabling and integrating structured public parking into its fine-grained form and expanding park space where land is at a premium.

There is a three-pronged approach to development policy for Castleberry Hill. First, t**he preservation mandate that categorizes the core should not be compromised; and the line between high-density Downtown redevelopment and the warehouse district should be held.** In the past this has been set at Mitchell Street; but the because of the lack of existing historic resources and fringe development needed to buffer the stadium, the line should be reestablished and held at Nelson Street. The exception to this is the Norfolk Southern complex, Nelson Street Bridge and Terminal Station switch tower, one of the most intact rail-based landscapes left in Atlanta. Preserving this to the highest extent possible will integrate Castleberry Hill into Downtown and yield, with very little effort, one of the most powerful urban spaces in the city.

The second element is the **transformation of the Northside Drive corridor into the West Side's equivalent of Peachtree Street, but with less density.** Chapter 3 also advances the idea of Northside as the spine of an extended innovation district supported by Technology Enterprise Park on the north and the Russell Center for Innovation & Entrepreneurship Center (RCIEC) on the south. The boundary of the Castleberry Hill landmark district constrains the width of more intense corridor redevelopment, but the depth of parcels fronting Northside Drive is such that there is still enough depth for development of urban densities without impacting the small scale of the neighborhood's historic core.

Unlike the two approaches above which have been discussed and endorsed for years, the third element emerged out of stakeholder concerns and ideas during workshops for D3 and the concurrent Downtown Master Plan for Central Atlanta Progress. Despite being inside the Castleberry Hill neighborhood, Whitehall Street is an orphan area without a strong existing physical context. Yet, it is an extension of Peachtree Street and near enough to Castleberry Hill's historic core to function as an extension of it. Better connections across the rail lines would enhance this area. The Downtown plan reimagines Whitehall as a maker corridor. To complement this idea, a "**maker's promenade" or "ArtWalk" that is publicly accessible** could extend along the rail lines to the rear of the Whitehall north parcels. This maker corridor would be a complement to the more straightforward innovation spaces along Northside Drive, and the promenade and pedestrian bridge would be the equivalent to the proposed pedestrian walkways and bridges connecting Technology Enterprise Park and the Georgia Tech campus.

Forests+Streams //

Stakeholders also voiced their concern about the lack of parks in the neighborhood. To some degree the appropriation of unused rail sidings as community open space compensates for this, and is the rationale behind the maker's promenade and its connection to the existing Walker Street spur that ends at Fair Street. Still, real park space is at a premium - which is why **upgrading Cleopas Johnson Park** and pulling it closer to the neighborhood is so critical. Fortunately, the RCIE faces Cleopas Johnson Park across Northside Drive. Integrating these two important uses through a pedestrian zone on Northside Drive between Larkin and Fair Street, as well as improving the landscaping of the RCIE grounds, will provide a major urban space anchor for the south end of Northside Drive. Moreover, the pedestrian linkage along Fair Street to the Whitehall maker corridor reinforces the connection between the two complementary districts.

Streets+Sidewalks//

With the acceleration of a vibrant pedestrian culture in Castleberry Hill over the last decade, the **street and sidewalk systems must be reconstructed or improved as multimodal corridors** to support that culture. The majority of the improvements are Complete Streets projects that would improve the walkability and bikeability of the subarea along the main streets of Whitehall Street, Walker Street, and Peters Street. This includes **upgrades to sidewalks and streetscapes and some notable increases in traffic calming features**. Intersection improvements are also recommended at key locations such as Walker Street and Chapel Street, as is a comprehensive parking study done in collaboration with Central Atlanta Progress and local stakeholders.

Because of large-scale changes to the city's infrastructure over time, Whitehall Street has been left as an unconnected, narrow swath of land tucked in between a rail corridor and an interstate. The **transformation of the road into a proper urban street** would improve access in and out of the area, and provide a safe and interesting link between the proposed MARTA infill station at McDaniel Street and the ArtWalk connection to the Castleberry Hill core.

Linkages to the Atlanta University Center and the redevelopment of University Homes should be strengthened by expanding the development theme of innovation and technology from the Russell Center for Innovation and Entrepreneurship west to the historic Roosevelt Hall, the only remaining building from University Homes and a candidate for conversion into a food incubator.

Land Use + Development Framework Plan

- Single-Family Stabilization / Infill
- Twin, Row + Courtyard Housing
- Multistory Multifamily
- Neighborhood Centers
- Area Activity Centers
- Regional Urban Core
- Industrial / Innovation Space
- Community Facilities
- Heritage Resources

The future development vision for Subarea 5 combines the recommendations for Whitehall Street emerging from the Downtown Atlanta Master Plan with the ideas voiced by stakeholders during the D3 process. Targeted historic preservation with new development reflecting the warehouse aesthetic would provide flexible space for start-up businesses and makers workshops as well as lofts, restaurants and clubs. The corridor would be anchored to the north by the renovation of the Norfolk Southern complex, a key gateway to Castleberry Hill. Multistory mixed-use development would form a northern edge to buffer Mercedes-Benz Stadium; and new residential or mixed-use projects compatibly scaled with the core would fill in vacant lots near Northside Drive. These changes would support the transformation of the two major pieces of infrastructure – the railroads and Northside Drive – into urban amenities.

500 1000 Feet

N

Parks + Natural Areas Framework Plan

Existing Park Classifications

- R/C — Regional or Community Park
- Neighborhood Park
- B — Block Park / Playlot
- Green Spot
- Trail Corridor
- Plaza
- Special Facility

Additional Classifications

- Conservation Park
- Nature Preserve
- Community Center

- New or Expanded Park
- Improved Existing Park
- Redevelopment Areas
- Riparian Restoration Corridors
- BeltLine Greenway Trail
- Other Trails (Proposed)

Subarea 5 has very little in the way of green space. The district is close to some smaller neighborhood scale parks.

The open space improvement strategy for Subarea 5 involves creating a small hardscape plaza running through the center of the district. The strategy also includes linking to existing and proposed parks and trails

500 1000 Feet

N

The installation of complete streets would improve the walkability and bikeability of the subarea along the main streets of Whitehall Street, Walker Street, and Peters Street. This includes improvements to sidewalks and the streetscape of the roadways.

Circulation Framework Plan

Street Network Improvements:

New Street Connection

Intersection Upgrade

Complete Streets Improvements:

With bike facility

Without bike facility

Dedicated Bike Facilities:

Existing

Proposed

Pedestrian Space Improvements:

New Streetscape

New Multiuse Trail

Improvement to Existing Sidewalk

Rail Transit Improvements:

Heavy Rail Line / Station

Light Rail Line / Station

Redevelopment Areas

The conversion of Whitehall Street into a complete street would improve access and the edges of the subarea. Areas of focus include finding resolutions to parking in the area that does not impede on trips made by bicyclists, pedestrians, and other vehicles. Intersection improvements at key areas such as Walker Street and Chapel Street. With these improvements, connectivity within and out the Subarea will be strengthened for pedestrians and bicyclists, increase traffic calming, an increase of usage for surrounding MARTA stations, and make the subarea safer for all users.

500 1000 Feet

N

STREETSCAPE IMPROVEMENT

Whitehall Street

Whitehall Street - Existing

Whitehall Street is severely underutilized, especially with its proximity to Downtown and Peters Street. There are two travel lanes going northbound and two travel lanes, southbound. Because of the nature of existing development, pedestrian and bicycle activity is low in this area.

Key Improvements

- Install a pedestrian connection to Peters Street Remove one travel lane and install bicycle lanes in both directions and a center turn lane
- Add streetscapes including street trees and lighting

STREETSCAPE IMPROVEMENT

Peters Street

Peters Street - Existing

The current configuration has one lane of travel in each direction. There is on-street parking on both sides of the road as well as bike lanes.

Key Improvements

- Install tree-lined bulbouts for parking
- Restriping the existing bicycle lanes to provide a one foot buffer and paint the lanes green

CONCEPT PLAN

Whitehall Corridor

The catalyst project for Subarea 5 involves the Whitehall Street corridor from Spring to McDaniel, as well as the vacant land north of the railroad from the Peters Street Bridge to the U-Haul storage facility. Whitehall equals Peters in its significance in the growth of the city (it was also a primary commercial corridor with a streetcar trunk line) and has similar buildable acreage to the neighborhood's historic core. This is a prime opportunity to double the apparent size of Castleberry Hill while re-centering it on its infrastructural origins.

The catalyst project involves creating a unique public space along both sides of the railroad, a railside promenade or "ArtWalk" (4) that is oriented towards the tracks in much the same way that a riverwalk faces water. The two linear parks would be connected to Whitehall by small pedestrian lanes (5) and to Fair Street by a sculptural pedestrian bridge (3) that complements the more historic crossing at Nelson Street. Development along Whitehall would be a mix of creative office / maker space, small restaurants / retail, and entertainment venues that are similar to the kinds of uses along Peters Street. Existing historic buildings like Houseparts would be preserved, while two- to three-story development with a similar warehouse-industrial aesthetic (6) would fill in the gaps. North of the railroad, new development evoking industrial heritage like Toronto's Distillery District (1) or Brussels's Savonnerie Heymans complex (2) expands the character of the neighborhood's core. The maker-tech orientation would extend to small plazas at key locations (8), and to the redesign of Cleopus Johnson Park as an outdoor collaboration / education space (11,12). Additional long-term opportunities for branding the district exist at the future MARTA infill station (7) and renovations or expansions of the Russell Center for Innovation & Entrepreneurship (RCIE) facility (10).

This Concept plan is illustrative of the type of development that could occur at this site. Many factors such as zoning, market, funding, environmental constraints play a role in determining what is built on a site

See following pages for images of comparable development character

CONCEPT PLAN

Whitehall Corridor

Estimated Development Program:

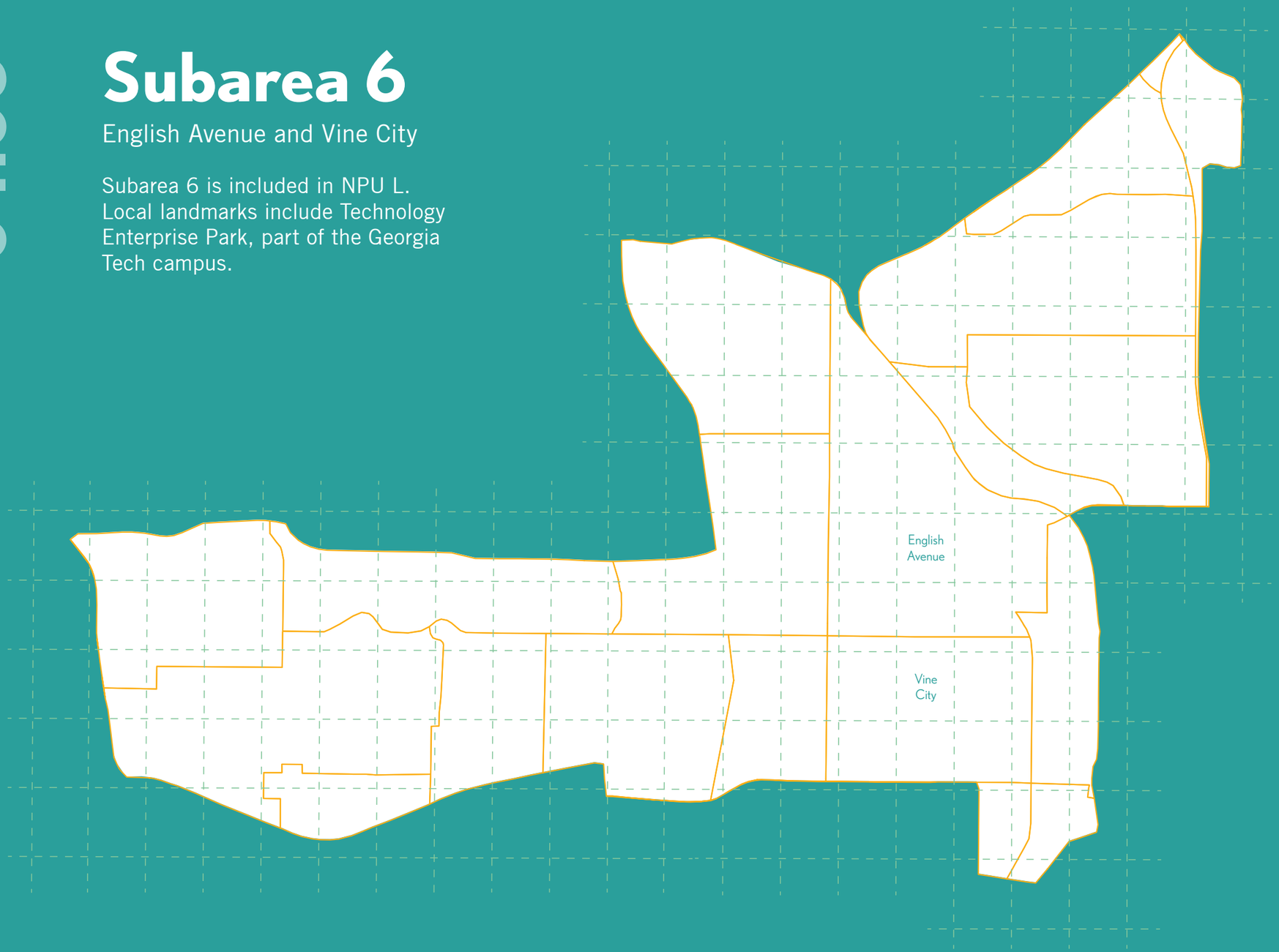
~300-400 parking spaces (shared decks)
~100-200 apartments
0 in wrapped deck
100-200 in freestanding buildings
~0 townhouses
~700,000-900,000 sf office / commercial
~60,000 sf retail / urban market
~15,000 sf community

04.06

Subarea 6

English Avenue and Vine City

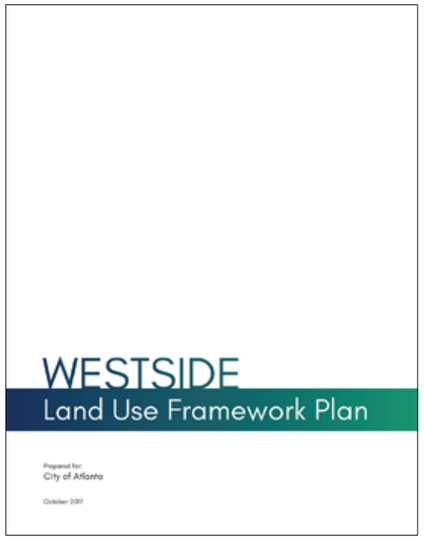
Subarea 6 is included in NPU L. Local landmarks include Technology Enterprise Park, part of the Georgia Tech campus.



"I love where I live, but there's no access to fresh food. It's not right. I don't see development except when someone wants to buy up our houses like what happens in Midtown."

—District 3 Resident

Westside Land Use Framework Plan
Westside Future Fund, 2017

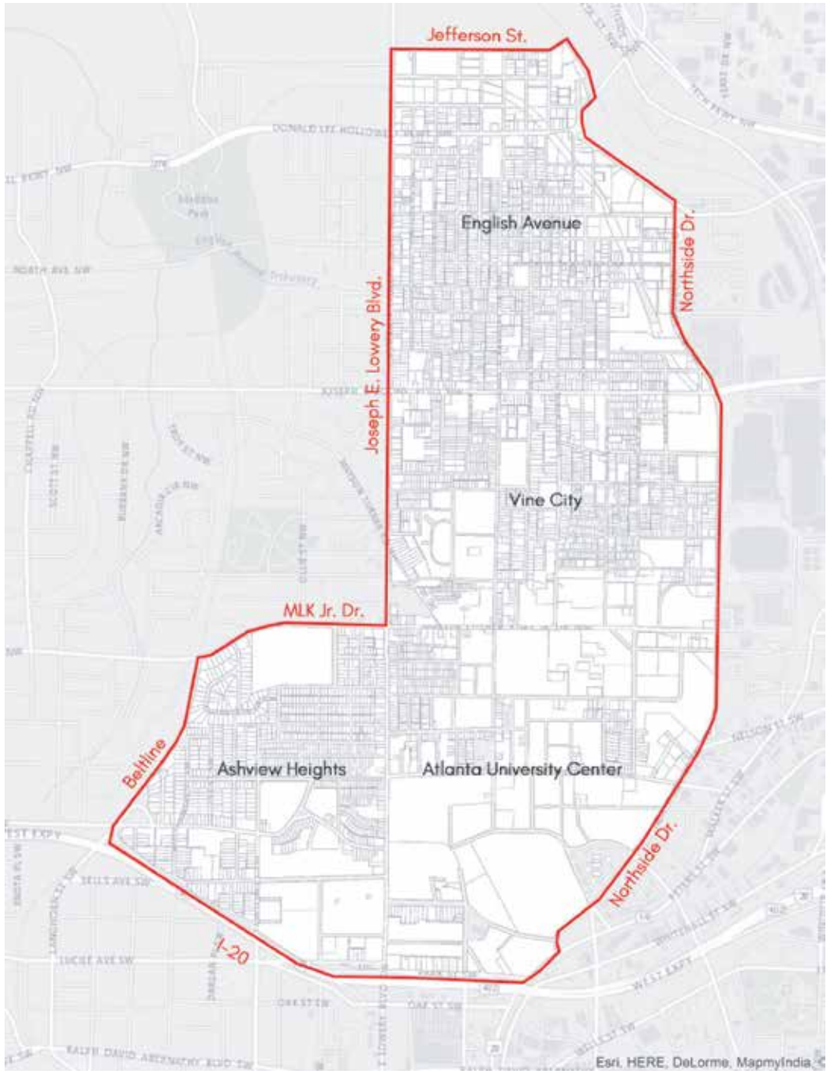


The Westside Land Use Framework Plan (LUFP) is the most recent and most relevant Subarea 6. Commissioned by the Westside Future Fund in partnership with the City of Atlanta, the document lays out plans for the Westside neighborhoods of English Avenue, Vine City, Ashview Heights, and Atlanta University Center. The purpose of the LUFP was to aggregate the new and existing recommendations for the area into a Framework Plan to guide the future redevelopment of the four neighborhoods.

These historic communities include the first subdivisions where African Americans could legally purchase and own property in Georgia. For many years, the area consisted of thriving neighborhoods home to Atlanta's African American professional population. Five historic Black Colleges and Universities have campuses in the Westside and have graduated many accomplished individuals.

The Westside Land Use Framework Plan provides a range of land use recommendations developed to oversee positive change to guide these intown neighborhoods to become 'whole' and vibrant areas again. All aspects of the community—land use, transportation, building forms, open spaces, civic institutions, and retail—were mapped. A significant amount of community engagement sought to make sure the plans represented the voice of these communities. Notable anti-displacement policies in the plan ensure that the many renters who currently reside in the community will be able to remain there over time. Accompanying plans also help to generate training services to help existing businesses, social programs, medical services, job training, and counseling to assist residents. The WLUFP was adopted by City Council on December 4, 2017 by Ordinance 17-O-1722,

Recent investments in the Westside by several internal and external partners have driven the sense of urgency to update land use plans. As opposed to letting these investments pan out in their own way, it was imperative that a current vision be in place that would generate development that is compatible to the desires of the community, enhance connectivity with Downtown and neighboring communities, and ensure the continued restoration of environmental and historical assets.



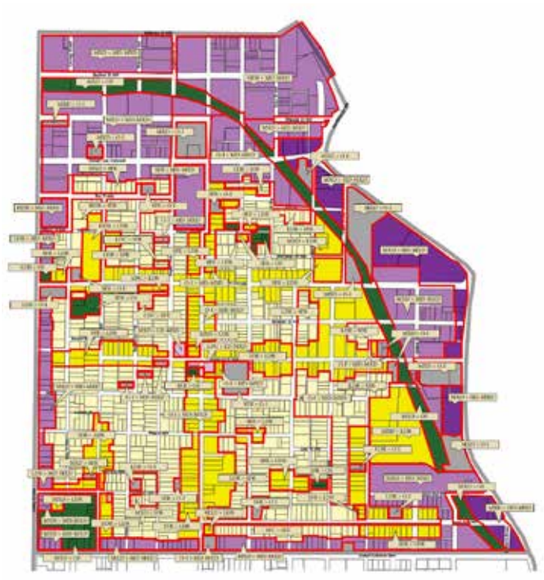
Above: Westside Land Use Framework Plan study area boundary

Westside Land Use Framework Plan
Thoroughfare Improvements

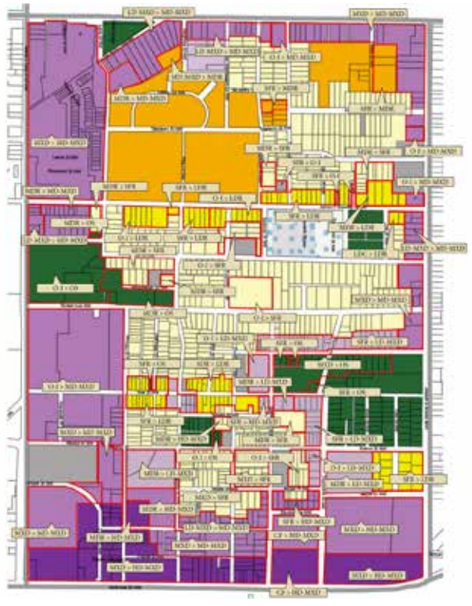
- Peripheral Arterial Thoroughfare
- Priority Thoroughfares to be Improved
- Secondary Thoroughfares to be Improved
- Pedestrian and Bicycle Trails
- Existing Building Footprints

Westside Land Use Framework Plan
Proposed Future Land Use Designations

English Avenue



Vine City



Future Land Use Classifications

- Transportation/Communication
- Community Facility
- Single Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office/Institution
- Office/Institution/Residential
- Open Space
- POS
- Industrial
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use
- High Density Mixed Use

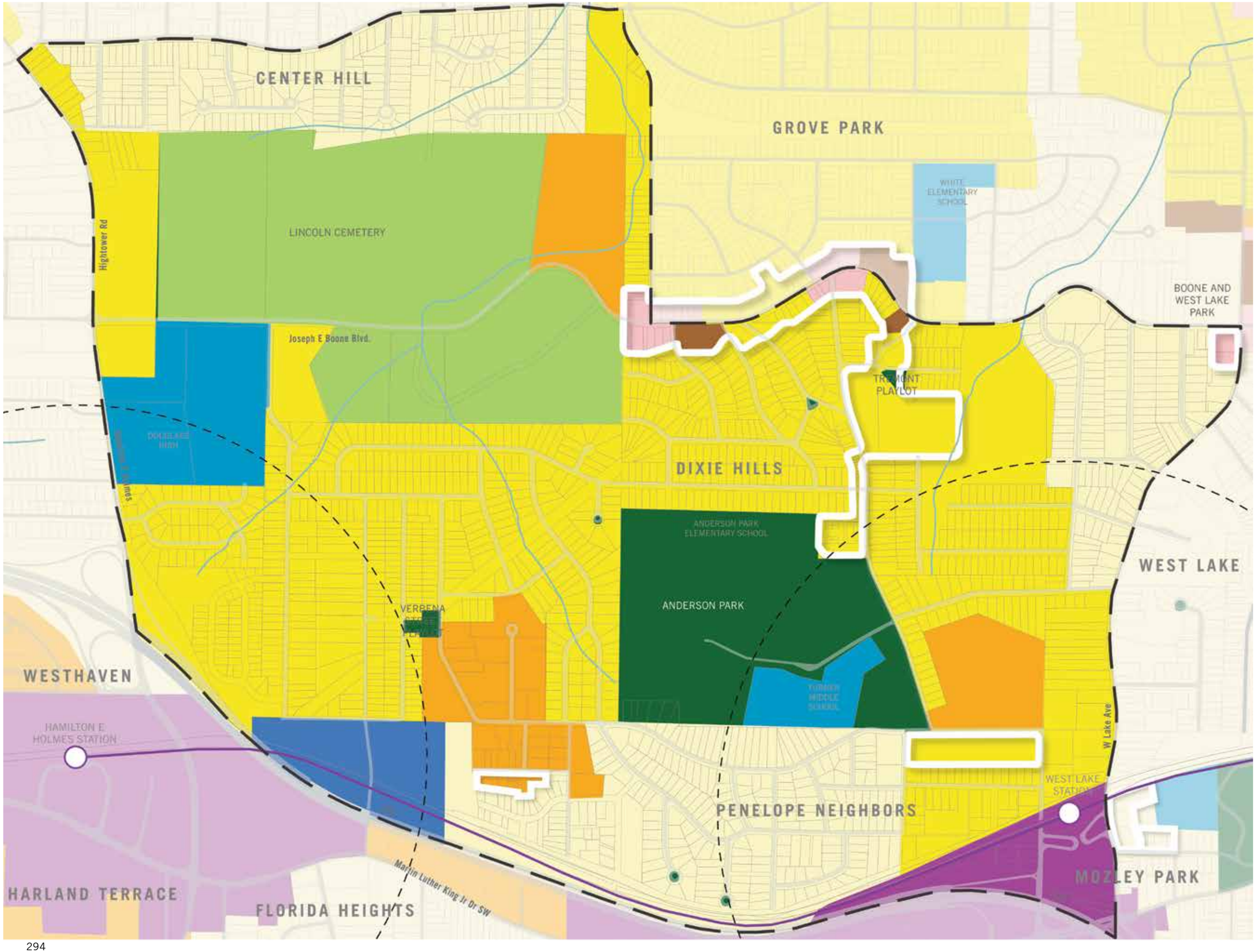
05

Our Way Forward

This chapter provides key Future Land Use and transportation projects for the implementation of this plan. To realize the vision of the plan and for each Subarea, changes to the Future Land Use map are recommended. These are detailed in the Future Land Use Proposed Changes maps for each Subarea. While implementation of this visionary plan is long range in nature, a schedule of Mobility projects focused on public sector infrastructure improvements to prepare the area for proposed and future development are also included for each subarea.

Subarea 1

Future Land Use
Existing Policy



- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office / Institutional
- Office / Insitiution / Residential
- Industrial
- Transportation / Communication
- Mixed-Use
- Open Space (public)
- Open Space (private)
- Community Facilities

AREAS RECOMMENDED FOR CHANGE

500 1000 Feet

N

Subarea 1

Future Land Use Proposed Changes

- Low Density Residential
- Medium Density Residential
- Office / Insitiution / Residential
- Low-Density Mixed-Use
- Medium-Density Mixed-Use
- High-Density Mixed-Use
- Open Space

CENTER HILL
GROVE PARK
WHITE ELEMENTARY SCHOOL
BOONE AND WEST LAKE PARK
LINCOLN CEMETERY
Hightower Rd
Joseph E Boone Blvd.
LDR to OS
LDC to LDMU
HDR to LDMU
HDR to MDR
LDR to LDMU
LDC to LDMU
HDR to LDMU
LDC to LDMU
LDC to OS
LDR to MDR
DOUGLASS HIGH
Hamilton E Holmes
DIXIE HILLS
LDR to LDMU
ANDERSON PARK ELEMENTARY SCHOOL
LDR to MDR
LDR to OS
WEST LAKE
ANDERSON PARK
VERBENA
WESTHAVEN
TURNER MIDDLE SCHOOL
SFR to LDMU
LDR to MDR
HAMILTON E HOLMES STATION
W Lake Ave
WEST LAKE STATION
MDR to LDR
I-20
PENELOPE NEIGHBORS
SFR to LDR
Martin Luther King Jr Dr SW
MOZLEY PARK
HARLAND TERRACE
FLORIDA HEIGHTS
I-20

500 1000 Feet

N

Subarea 2

Future Land Use
Existing Policy

- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office / Institutional
- Office / Insitiution / Residential
- Industrial
- Transportation / Communication
- Mixed-Use
- Open Space (public)
- Open Space (private)
- Community Facilities

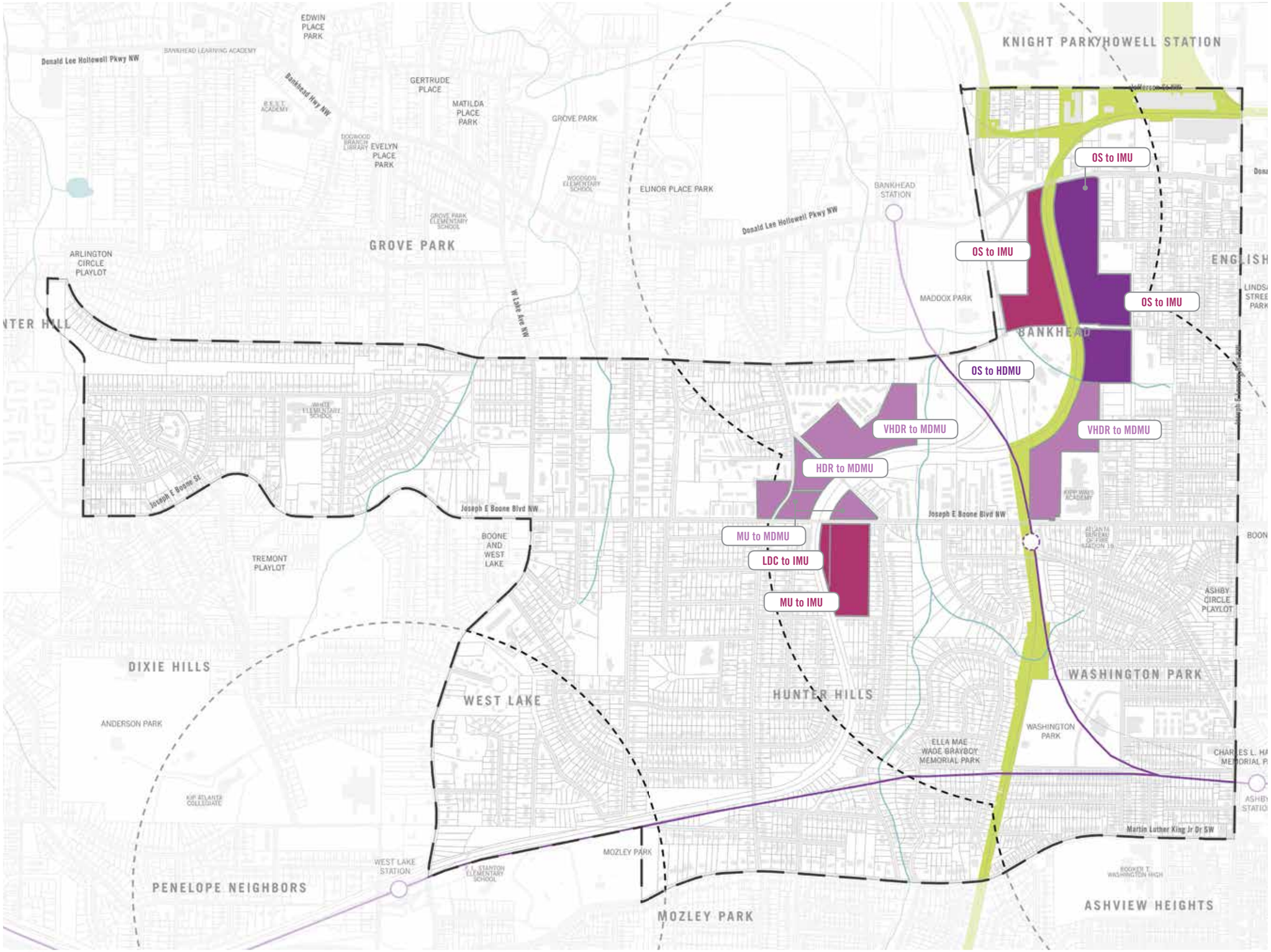
AREAS RECOMMENDED FOR CHANGE

1000 2000 Feet

N

Subarea 2

Future Land Use Proposed Changes



- Low Density Residential
- Medium Density Residential
- High Density Residential
- Office / Institutional
- Office / Insitiution / Residential
- Low-Density Mixed-Use
- Medium-Density Mixed-Use
- High-Density Mixed-Use
- Industrial Mixed-Use*
- Transportation / Communication
- Open Space
- Community Facilities

* Industrial Mixed-Use is a proposed land use category. See page 104 (Industrial / Innovation District) for a description of its defining features.

** Mixed-Use / Community Farming is proposed as a new or experimental land use classification or overlay which provides for community agriculture and emerging food production technologies such as hydroponics as a component of residential mixed-use development.

Subarea 3

Future Land Use
Existing Policy

- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office / Institutional
- Office / Insitiution / Residential
- Industrial
- Transportation / Communication
- Mixed-Use
- Open Space (public)
- Open Space (private)
- Community Facilities

AREAS RECOMMENDED FOR CHANGE

500 1000 Feet

N

Subarea 3

Future Land Use Proposed Changes

- Low-Density Residential
- Medium-Density Mixed-Use
- Low-Density Mixed-Use
- Industrial Mixed-Use*
- Open Sace

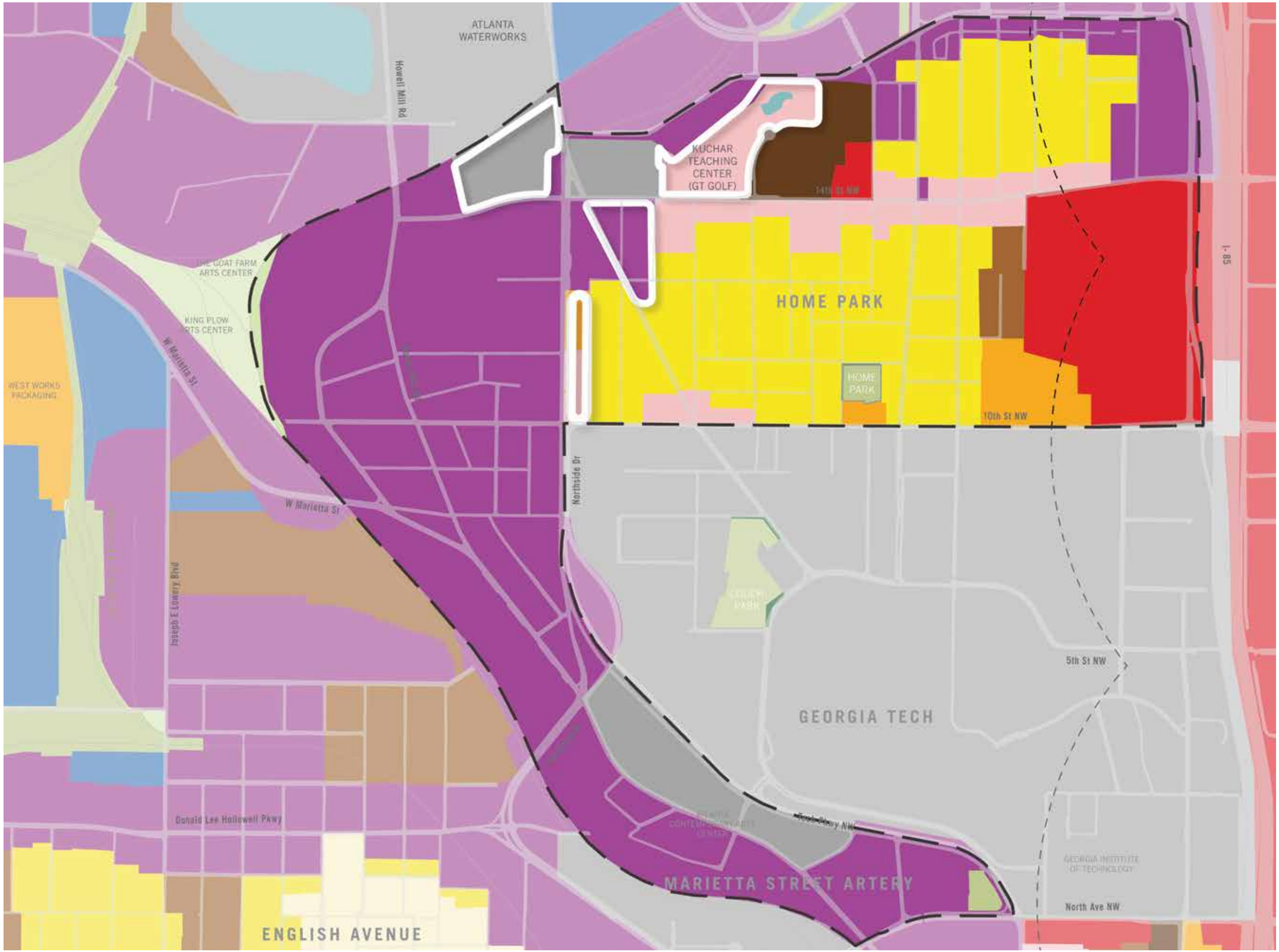
* Industrial Mixed-Use is a proposed land use category. See page 104 (Industrial / Innovation District) for a description of its defining features.

500 1000 Feet

N

Subarea 4

Future Land Use
Existing Policy



- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office / Institutional
- Office / Insitiution / Residential
- Industrial
- Transportation / Communication
- Mixed-Use
- Open Space (public)
- Open Space (private)
- Community Facilities

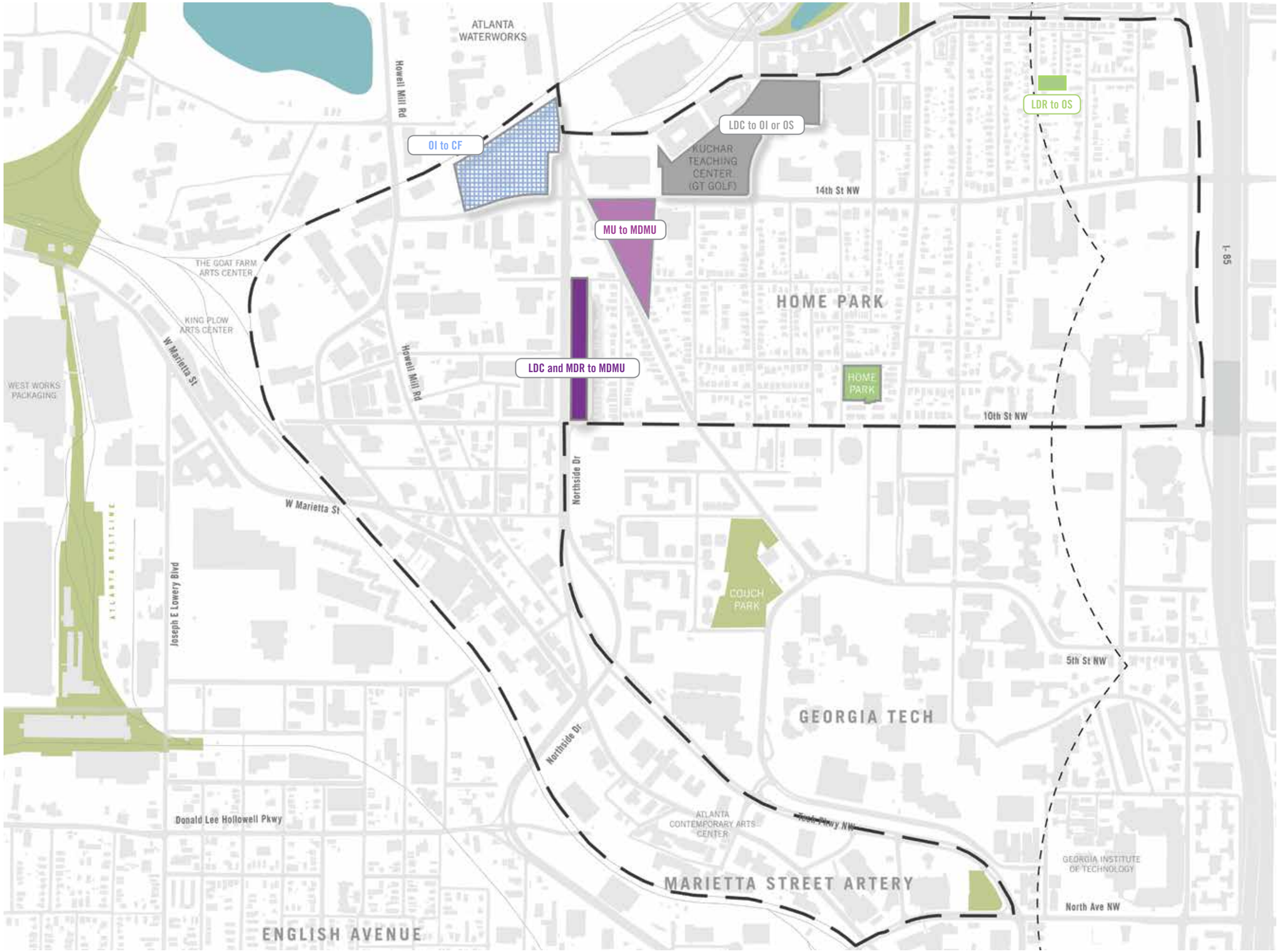
AREAS RECOMMENDED FOR CHANGE

500 1000 Feet

N

Subarea 4

Future Land Use Proposed Changes



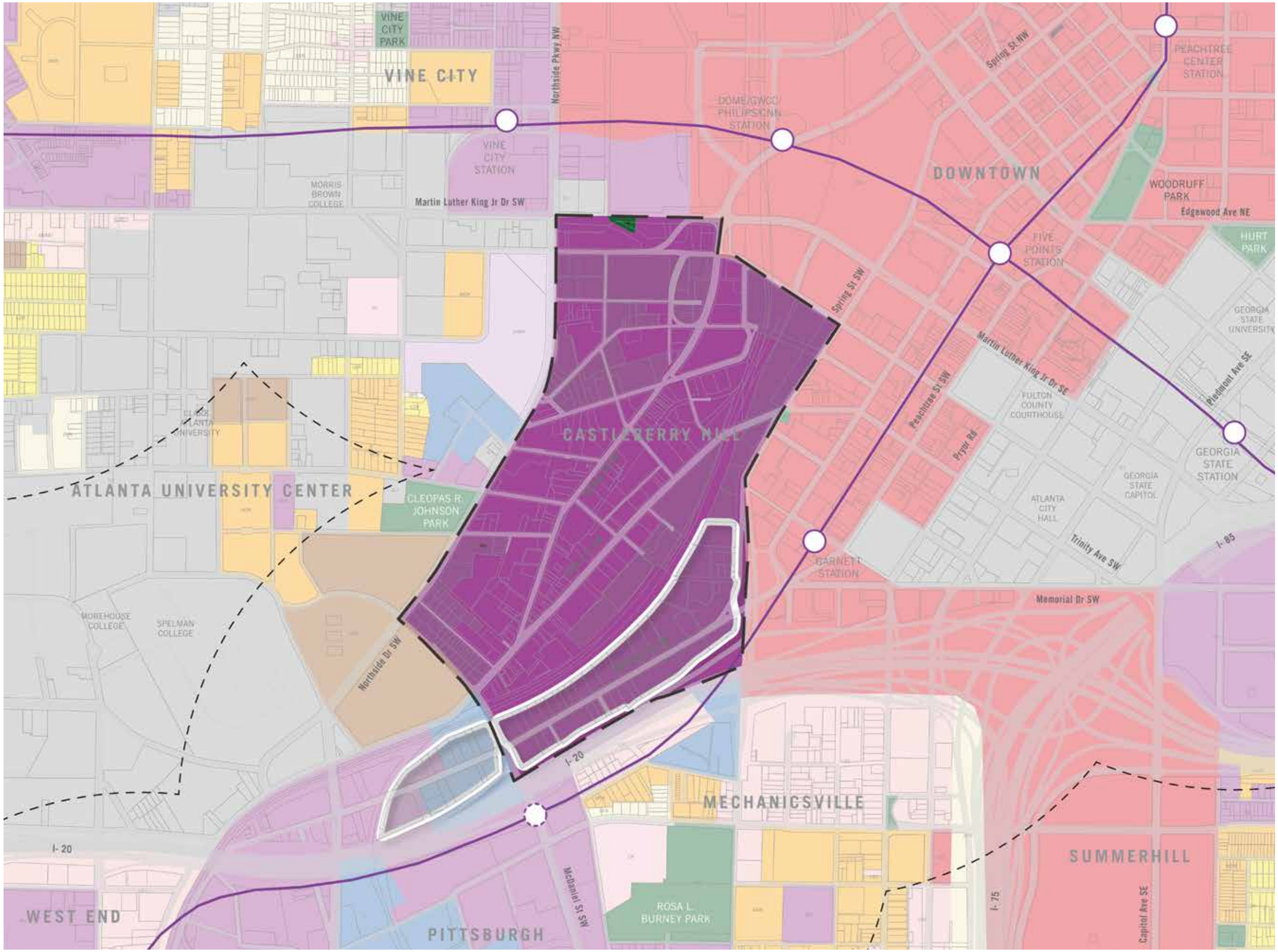
- Medium Density Residential
- Office / Institutional
- Office / Insitiution / Residential
- High-Density Mixed-Use
- Medium-Density Mixed-Use
- Low-Density Mixed-Use
- Open Space
- Community Facilities

500 1000 Feet

N

Subarea 5

Future Land Use
Existing Policy



- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office / Institutional
- Office / Insitiution / Residential
- Industrial
- Transportation / Communication
- Mixed-Use
- Open Space (public)
- Open Space (private)
- Community Facilities

AREAS RECOMMENDED FOR CHANGE

500 1000 Feet

N

Subarea 5

Future Land Use Proposed Changes

- Office / Institutional
- High-Density Mixed-Use
- Medium-Density Mixed-Use
- Low-Density Mixed-Use
- Industrial Mixed-Use*

* See page 104 (Industrial / Innovation District) for a description of its defining features.

MU to IMU

MU to IMU

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500 1000 Feet

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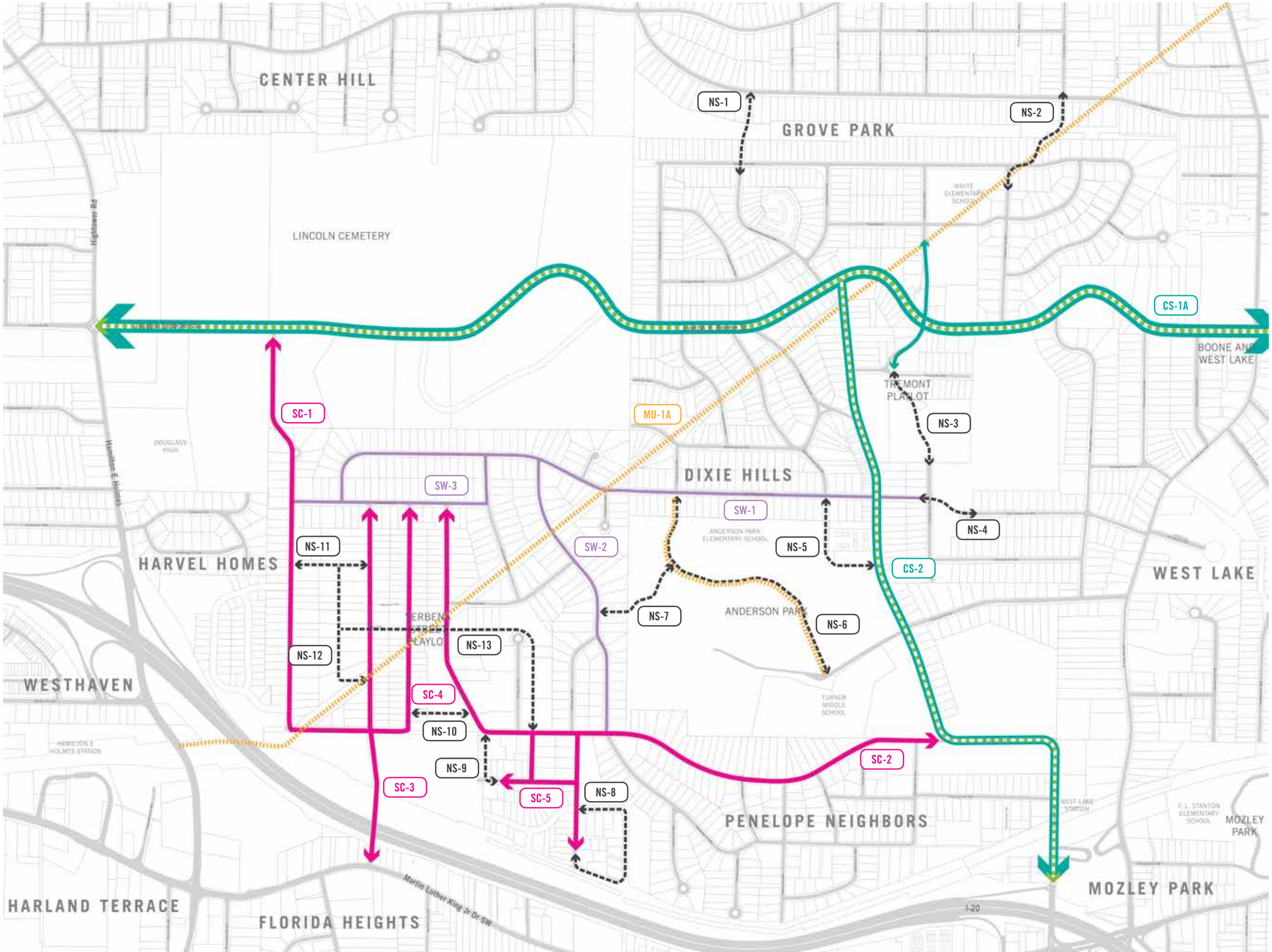


Mobility Improvement Projects

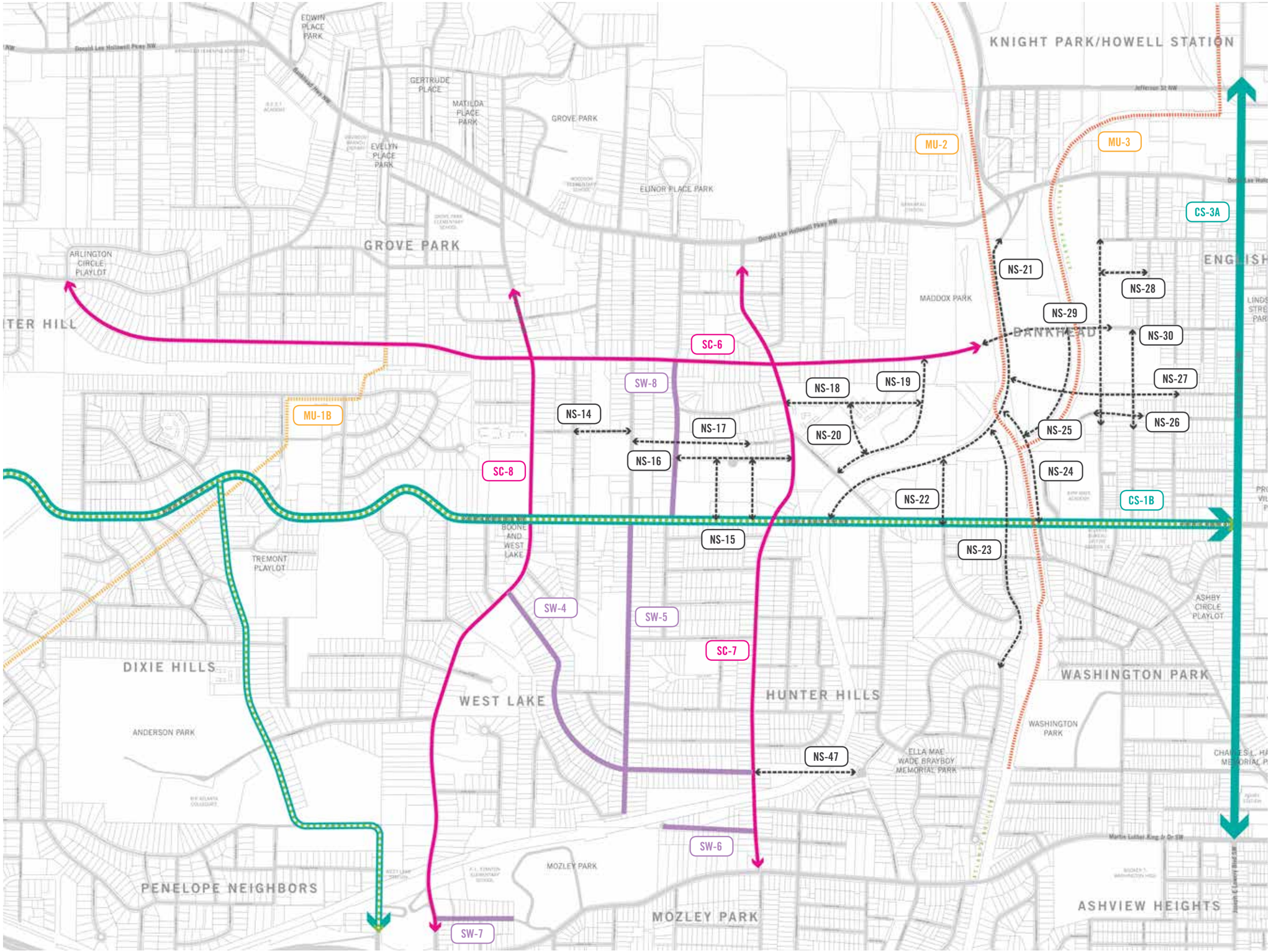
- Complete streets with bike facilities
- Complete street improvement
- Existing bike facility
- Proposed new bike facility
- New street
- MARTA Line
- Streetscape
- Sidewalk Improvements
- Intersection Improvements
- Potential Multiuse Trail
- Potential BeltLine Trail

500 1000 Feet

N

Mobility Projects: Subarea 1

PROJECT ID	PROJECT NAME	LOCATION/DESCRIPTION	CONSTRUCTION COST
Complete Streets			
CS-1A	Joseph E Boone Blvd Complete Street	Addition of bicycle facilities, sidewalks for perimeter of SA 1 from Hamilton E Holmes to West Lake Ave	$5,605,570.00
CS-2	Anderson Ave	Addition of bicycle facilities, sidewalks from Joseph E Boone, to West Lake Station	$3,561,550.00
New Street			
NS-1	Grove Park Street connection	Connection between Detroit Ave and North Ave	$444,772.73
NS-2	Street Connection	Connection between Simpson Terrace NW and S Evelyn Pl NW	$593,030.30
NS-3	Tremont New Street	Connection between Dixie Hills Circ NW and Adeline Ave NW	$593,030.30
NS-4	Tiger Flowers Ext	Connection between Tiger Flowers Drive through Adeline Ave	$222,386.36
NS-5	New Street	90 degree new street connecting Morehouse Drive NW between Anderson Ave	$704,223.48
NS-6	Anderson Park Path	Connection from Tiger Flowers Drive to Calloway Drive NW	$1,704,962.12
NS-7	Anderson Park Path	Connection from Lionel Hampton Trail to dpoint of Wadley St NW	$593,030.30
NS-8	Wilson Ave NW	Connection of Wilson Ave to Wadley St	$1,111,931.82
NS-9	Vesta Ave Ext	Connection of Vesta Ave NW to Verbena St NW	$259,450.76
NS-10	New Street	Connection between Dahlia Ave and Verbena St	$407,708.33
NS-11	Harvel Homes Connections	Connection between Sewanee Ave and Fairfield Pl	$444,772.73
NS-12	Harvel Homes Connections	New Street parallel to Fairfield Pl, beginning from NS-11, connecting south of Fairfield Pl	$926,609.85
NS-13	New Street	Connection to Verbena St via NS-12, Fairfield Pl, Dahlia Ave, Verbena St, and adjacent to Shirley Pl, ending at Lamar Ave	$1,704,962.12
Streetscape			
SC-1	Sewanee Ave Streetscape	From Joseph E Boone Blvd improved streetscape	
SC-2	Verbena Street		
SC-3	Fairfield Pl		
SC-4	Dahlia Ave		
SC-5	Vesta Ave	Lamar Ave, Wadley St, Vesta Ave	
SC-6	Wadley St NW	South of Verbena Street	
SC-7	Lamar Ave	Between Verbena Street and Vesta Ave	
Sidewalk Improvements			
SW-1	Tiger Flowers Dr	Between Adeline Ave and Carver Drive	$935,606.06
SW-2	Wadley St NW	Wadley Ave to Penelope St, ending at Verbena St	$443,181.82
SW-3	Carver Dr	Carver Drive to Joe Louis Drive ending at Tiger Flowers Drive	$364,393.94
Potential Multiuse Trail			
MU-1A	Powerline Trail	Hamilton E. Holmes Drive to Anderson Avenue	$309,400.00

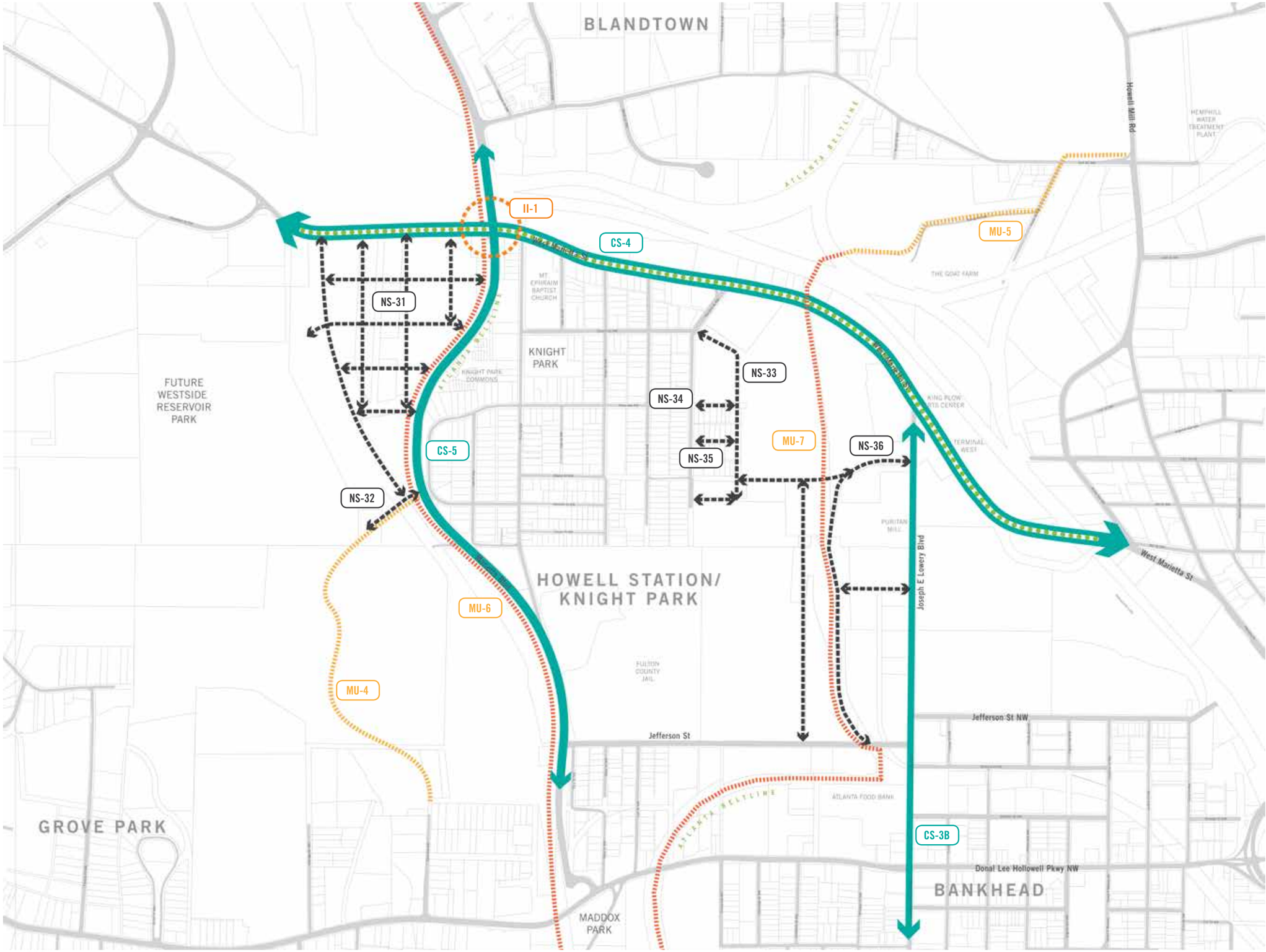


Mobility Improvement Projects

- Complete streets with bike facilities
- Complete street improvement
- Existing bike facility
- Proposed new bike facility
- New street
- MARTA Line
- Streetscape
- Sidewalk Improvements
- Intersection Improvements
- Potential Multiuse Trail
- Potential BeltLine Trail

Mobility Projects: Subarea 2

PROJECT ID	PROJECT NAME	LOCATION/DESCRIPTION	CONSTRUCTION COST
Complete Streets			
CS-1B	Joseph E Boone Blvd	From Joseph E Lowery Blvd to Hamilton E Holmes Drive	$7,123,100.00
CS-3A	Joseph E Lowery Blvd	From Martin Luther King Jr Dr to Jefferson Street	$4,583,560.00
New Street			
NS-14	Carlisle Street Extension	Carlisle Street Ext to Lanier St.	$444,772.73
NS-15	New Streets	Two new streets equidistant from each other and perpendicular to Conway Place extension	$889,545.45
NS-16	Conway Place Extension	Conway Place Extension to Woodlawn Ave	$867,306.82
NS-17	West Avenue Extension	West Avenue Extension to Holly Street	$889,545.45
NS-18	Kennesaw Dr Extension	Eastward extension to new park development , parallel to North Ave	$1,037,803.03
NS-19	New Street	New street adacent and parallel to Beltline Trail from midpoint of Mayson Turner Drive to	$1,838,393.94
NS-20	Kennesaw Dr Connection	New street forming at eastern endpoint of Kennesaw Dr Extension to curvature of NS-19	$1,630,833.33
NS-21	Beltline New Street	New Street East of Beltline Trail that runs north of Scott St, east along Maddox Park to	$3,446,988.64
NS-22	Troy Street Extension	Extension of Troy Street north to NS-21	$593,030.30
NS-23	Stafford Street Extension	Connection of Stafford Street from Arcadia Circle to Troy Street, to across Joseph E Boone unamed Street adjacent to Fruit Green Grocer, terminating at Beltline New Street	$1,949,587.12
NS-24	Mayson Turner Road Extension	From Mayson Turner Rd south of Joseph E Boone Boulevard to NS-21	$1,111,931.82
NS-25	New Street	From NS-24 through NS-27 to midpoint of NS-29	$741,287.88
NS-26	Neal Street Extension	Extension of Neal Street to Neal Place	$296,515.15
NS-27	Jett Street Extension	Extension of Jett Street to Beltline New Street	$1,334,318.18
NS-28	Poland Street Extension	Extension from Simmons Street to Temple Street Extension	$333,579.55
NS-29	North Avenue Extension	Horizontal Extension between North Ave and Joseph E Lowery Blvd	$889,545.45
NS-30	Tazor Street Extension	Extension of Tazor Street to North Avenue Extension	$741,287.88
NS-47	Ezra Church Drive Extension	Extension of Ezra Church Drive to end of Rockmart Drive	$852,481.06
Streetscape			
SC-6	North Ave	From Baker Road to Maddox Park	
SC-7	Chappell Rd	From Donald Lee Hollowell Pkwy to Martin Luther King Jr Drive	
SC-8	West Lake Road	From Madrona St to Martin Luther King Jr Drive	
Sidewalk Improvements			
SW-4	Ezra Church Drive		$728,787.88
SW-5	Holly Road	Between Joseph E Boone and Mozley Park	$590,909.09
SW-6	Sharon St		$196,969.70
SW-7	Browning St	Connection to Mozley Park to West Lake Station	$167,424.24
SW-8	Woodlawn Ave	From North Ave to Joseph E Boone Blvd	$315,151.52
Potential Multiuse Trail			
MU-1B	Poweline Trail	Anderson Avenue to North Avenue	$273,700.00
MU-2	Beltline Trail	West of Marietta Blvd	$357,000.00
MU-3	Beltline Trail	Along perimeter of East of Howell Station/Knight Park	$202,840.91



Mobility Improvement Projects

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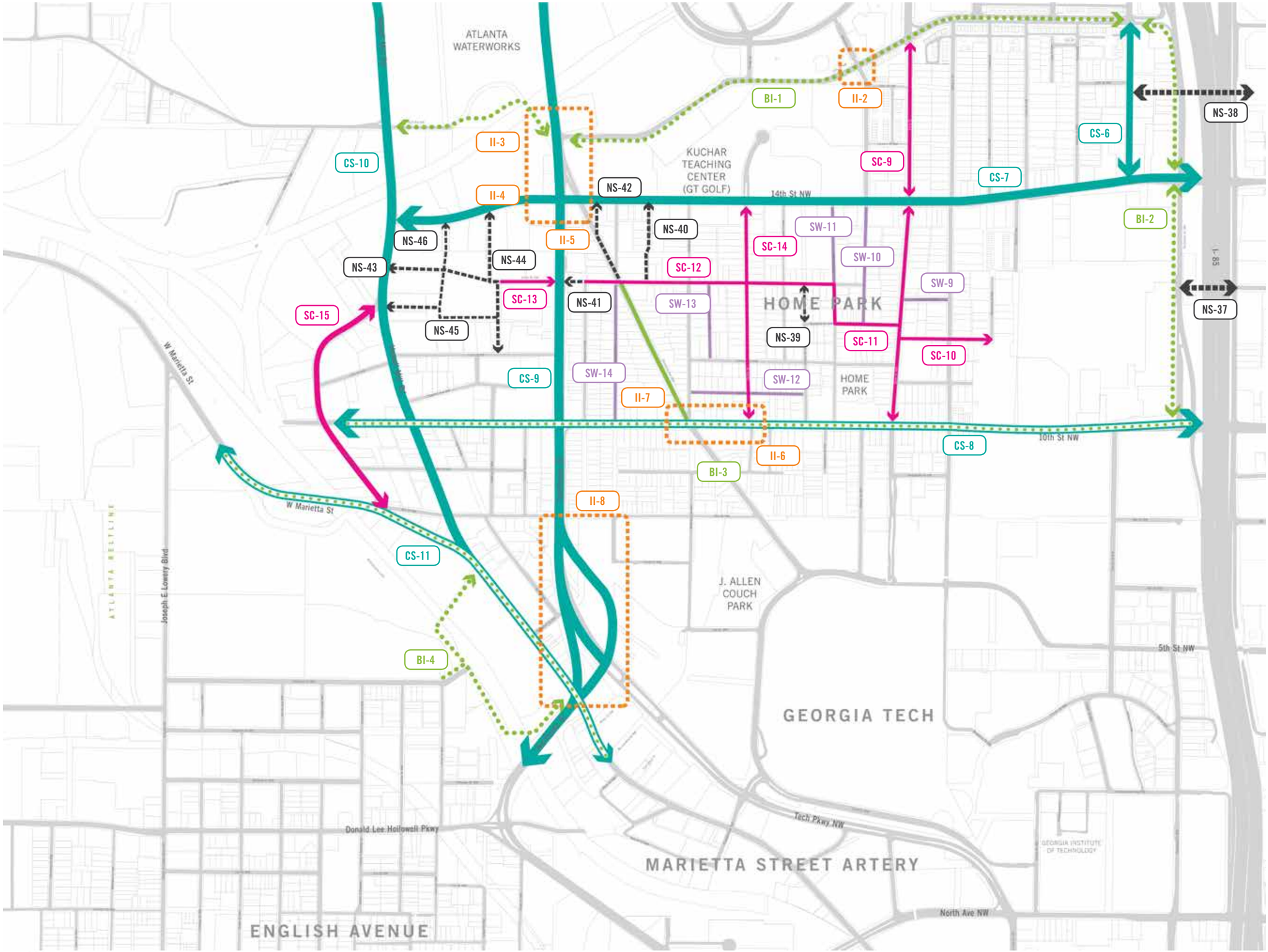
- Proposed new bike facility
- New street
- MARTA Line
- Streetscape
- Sidewalk Improvements
- Intersection Improvements
- Potential Multiuse Trail
- Potential BeltLine Trail

500 1000 Feet

N

Mobility Projects: Subarea 3

PROJECT ID	PROJECT NAME	LOCATION/DESCRIPTION	CONSTRUCTION COST
Complete Streets			
CS-3B	Joseph E Lowey Blvd	From Jefferson Street to West Marietta Street	$2,698,143.94
CS-4	West Marietta St	Bicycle Facilities	$4,273,860.00
CS-5	Marietta Blvd	Past Jefferson St	$3,061,806.82
New Street			
NS-31	New Street Grid	West of Marietta Blvd new street network adjacent to Future Westside Reservoir Park	$7,894,715.91
NS-32	South of Street Grid	Marietta Blvd Street connection to the Future Westside Resevoir Park	$481,837.12
NS-33	Church/Herndon St Ext	Connecting intersection of Church and Herndon to run a parallel road to Herndon	$1,111,931.82
NS-34	Niles Ave Ext	to current/future development	$259,450.76
NS-35	Reynolds St Ext	to current/future development	$259,450.76
NS-36	Baylor St Ext	to current/future development	$259,450.76
Intersection Improvements			
II-1	Marietta Blvd at West Marietta Blvd	Install crosswalks, add sidewalks on all approaches and refuge island on the southbound Marietta Boulevard approach between the channelized right turn lane and the southbound through lanes. Add bike box on the norhbound Marietta Boulevard approach. Reconfigure signals to provide adequate crossing time for pedestians and bicycle-specific signals.	$1,000,000.00
Potential Multiuse Trail			
MU-4	Marietta Blvd	Marietta Blvd to Gary Ave, adjacent to Westside Resevoir Park	$135,227.27
MU-5	Howell Mill Road	From Future Beltline Trail through Spring Rd and Foster Street, to Huff Road and Howell Mill Road	$345,100.00
MU-6	Beltline Trail	West of Marietta Blvd	$333,200.00
MU-7	Beltline Trail	Along perimeter of East of Howell Station/Knight Park	$108,181.82



Mobility Improvement Projects

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- Proposed new bike facility
- New street
- MARTA Line
- Streetscape
- Sidewalk Improvements
- Intersection Improvements
- Potential Multiuse Trail
- Potential BeltLine Trail

500 1000 Feet

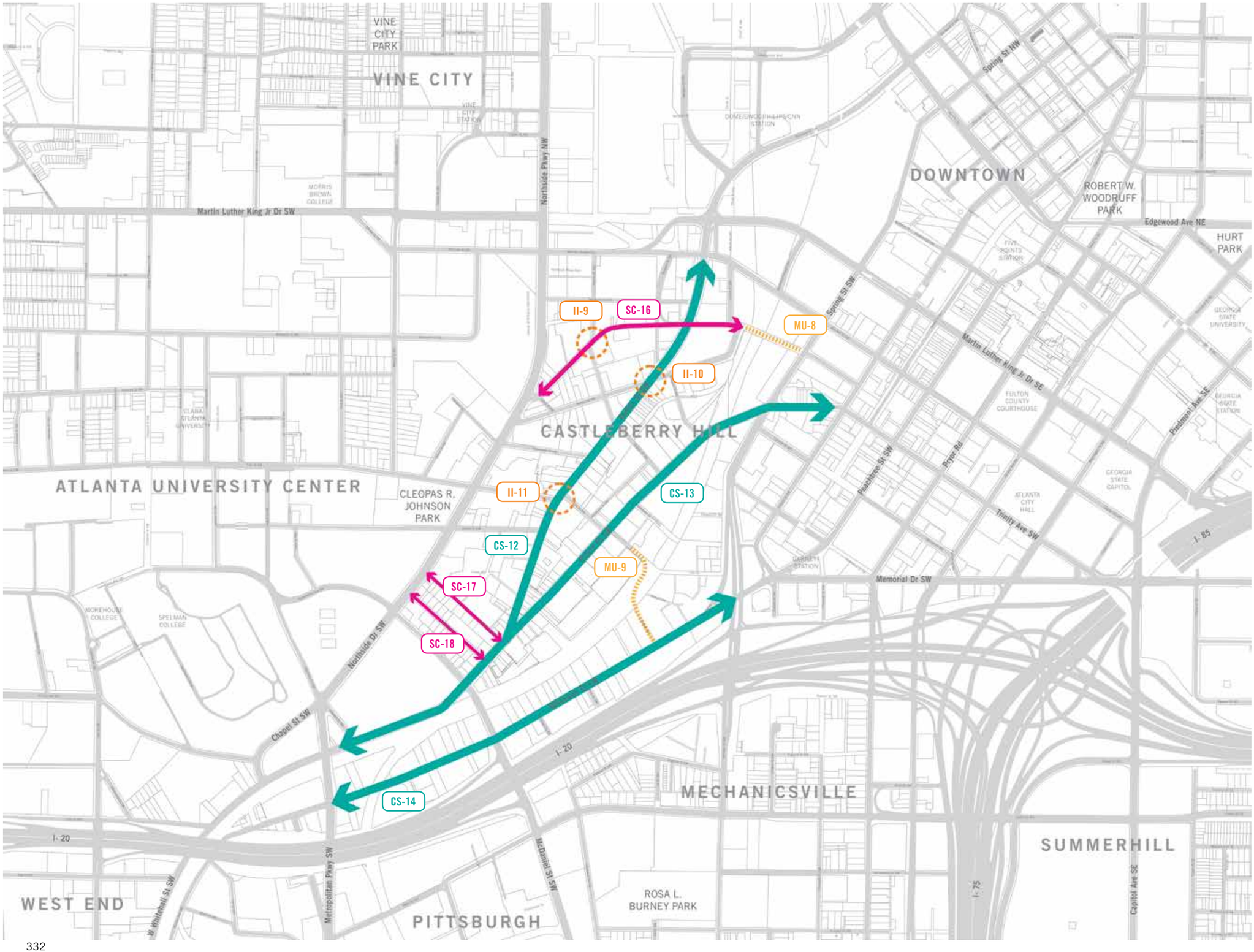
N

Mobility Projects: Subarea 4

PROJECT ID	PROJECT NAME	LOCATION/DESCRIPTION	CONSTRUCTION COST
Complete Streets			
CS-6	Fowler Street	17th to 14th Street	$1,055,795.45
CS-7	14th Street	Howell Mill Rd to I-85	$3,561,550.00
CS-8	10th Street	addition of bicycle facilities from Brady Ave to I-85	$3,809,310.00
CS-9	Northside Drive		$5,574,600.00
CS-10	Howell Mill Rd	merging into West Marietta	$2,973,823.86
CS-11	West Marietta St	addition of bicycle facilities	$2,726,885.04
Bicycle Facilities			
BI-1	17th Street	Techwood Ave to Howell Mill Rd	$2,077,570.00
BI-2	Techwood Ave	17th Street to 10th Street	$1,390,812.50
BI-3	Center St	extension to Couch Park	$190,895.83
BI-4	Jefferson Street		$1,102,520.83
New Street			
NS-37	13th Street Bridge	Span across I-85 to Home Park neighborhood	$600,443.18
NS-38	15th/16th Street Bridge	Across I-85 to Fowler Street	$728,685.98
NS-39	Hirsch Street		$237,212.12
NS-40	Flynn St	new street to the right of Flynn St	$437,359.85
NS-41	Ethel Street NW Ext	Extension of Hampton to Northside Drive	$148,257.58
NS-42	Curran St		$463,304.92
NS-43	Ethel Street Extension	Ethel Street extension to Howell Mill Rd	$615,268.94
NS-44	New Street Network	new street perpendicular to 11th St terminating at 14th St, adjacent to existing Ethel	$800,590.91
NS-45	New Street Network	East west new Street beginning at Howell Mill Road / Brady Ave terminating at NS-44	$593,030.30
NS-46	New Street Network	New Street perpendicular to 14th St, terminating at NS-45	$518,901.52
Streetscape			
SC-9	State Street	From 17th Street to 10th Street improvements	
SC-10	11th Street	Between State and Atlantic Drive	
SC-11	Richards Street	Between State and Tumlin Sstreet	
SC-12	Ethel Street NW	From Tumlin to Hampton	
SC-13	Ethel Street NW	on Left side of Northside Drive to complete NS	
SC-14	Center Street NW	14th Street to 10th Street	
SC-15	Brady Ave	Howell Mill Rd to West Marietta St	

Mobility Projects: Subarea 4 (Continued)

PROJECT ID	PROJECT NAME	LOCATION/DESCRIPTION	CONSTRUCTION COST
Intersection Improvements			
II-2	16th @ Mecaslin		$750,000.00
II-3	Northside Drive at 17th		$750,000.00
II-4	Northside Drive at 14th		$750,000.00
II-5	14th Street @ Hemphill		$750,000.00
II-6	10th Street @ Center Street		$750,000.00
II-7	10th Street @ Hemphill Ave		$750,000.00
II-8	Northside Drive @ West Marietta Street		$750,000.00
Sidewalk Improvements			
SW-9	Hunerkopf St NW		$72,878.79
SW-10	Mecaslin Street	Richards St to 14th Street	$181,212.12
SW-11	Tumlin St	Ethel St to 14th Street	$124,090.91
SW-12	Lynch Ave	McMillan St to Hirsch Street	$177,272.73
SW-13	Terrell St	Ethel to Calhoun St	$117,196.97
SW-14	Curran St	Hemphill Ave to 10th Street	$216,666.67



Mobility Improvement Projects

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- Sidewalk Improvements
- Intersection Improvements
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- Potential BeltLine Trail

500 1000 Feet

N

Mobility Projects: Subarea 5

PROJECT ID	PROJECT NAME	LOCATION/DESCRIPTION	CONSTRUCTION COST
Complete Streets			
CS-12	Walker Street	Complete street improvements along the entire length of the street from Peters Street to Mitchell Street	$1,990,760.98
CS-13	Peters Street	Complete street improvements along the entire length of the street	$2,560,890.53
CS-14	Whitehall Street	Complete street improvements along the entire length of the street	$2,072,878.41
Streetscape			
SC-16	Chapel Street		
SC-17	Trenholm Street		
SC-18	Hills Ave		
Intersection Improvements			
II-9	Intersection of Haynes and Chapel St	Intersection of Haynes and Chapel St	$750,000.00
II-10	Intersection of Nelson St and Walker St	Intersection of Nelson St and Walker St	$750,000.00
II-11	Intersection of Fair and Walker St	Intersection of Fair and Walker St	$750,000.00
Potential Multiuse Trail			
MU-8	Chapel St Ext		$18,435.98
MU-9	Dewald Alley SW	Connetion between Dewald Alley to Fair St	$25,648.11

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Appendix

Upper Westside

LCI PLAN

Upper West Side LCI

The Livable Centers Initiative (LCI) is a program of the Atlanta Regional Commission to transform communities into vibrant, walkable places by promoting transportation options, healthy lifestyles, and access to jobs and services. Community engagement is a key part of the LCI planning process.

The LCI program's goals are:

- To provide access to a variety of travel modes including transit, roadways, walking and biking,
- To encourage mixed-income residential neighborhoods, employment, shopping, and recreation options, and
- To develop an outreach process that promotes the involvement of all stakeholders.

After 20 years, a new LCI framework- LCI 2.0: (Re)Focus on Transit and Town Centers seeks to address new and emerging land use and transportation challenges. The new program focuses on critical equity and resiliency issues such as affordable housing, green infrastructure, and aging in place, etc. New studies can be either catalytic or tactical. Therefore, ten-year updates to LCI studies are no longer required. Instead, the Report of Accomplishments has to be submitted with any application for a planning study or project implementation. ARC anticipates having a call for implementation projects in 2019. To position the UWS LCI to apply for implementation funds, the Report of Accomplishments for the plan provides information on the status of projects listed in the Implementation Action Plan.

The Upper West Side LCI Summary

The Upper Westside LCI was adopted by City Council and the Mayor in July 2005 (per 05-R-0900). The plan is a guide for public and private investment in a two square mile study area within the Northwest quadrant of the City of Atlanta. The study area encompasses approximately 1,400 acres centered around the Marietta Street, Howell Mill Road, and Northside Drive corridors. The study area is in Council District 2, 3, 8, and 9 and in Neighborhood Planning Units D, E, K, L and M. A five-year update was completed in 2009.

The vision of the Upper Westside Community is to continue to build a section of the city that:

- Reflects the area's past and future through the use of industrial materials, scale, and building patterns.
- Provides residents, visitors, and workers with transportation alternatives for reaching the area and traveling within the area.
- Supports a diversity of housing, jobs, shopping, and recreation that can include people of all incomes and ages.
- Protects the diversity of smaller scale, residential, commercial, and industrial uses from institutional expansion.

To implement the Plan's Vision, goals were established for:

- Community Character and Urban Design
- Transportation
- Land Use
- Economic Development

Recommendations for Land Use, Urban Design, Nodes, Open Space and Transportation were made for each of the 8-character areas: Marietta-Howell Mill main street, Howell Station/Knight Park, Huff Design, Employment, English Avenue North, Antioch, Arts/Education/Research and Downtown.

The overall implementation strategies to guide the Upper Westside development and to coordinate the many activities planned include:

- Maintain land use flexibility for redevelopment – promote land use and zoning the support the Quality of Life zoning districts. Promote flexible zoning to promote housing, work space, recreation and retail in existing industrial and in new developments.
- Maintain diversity – Encourage housing diversity and retain and attract small scale non-profits and business uses.
- Enhance the public realm – Develop community spaces such as streetscapes, opens spaces and parks, particularly along key corridors.

- Leverage investments with existing programs – Use existing tools such as the Renewal Community, Urban Enterprise Zone, and the Tax Allocation Districts to promote economic development.
- Establish partnerships – Link community-based groups and institutional and private sector interests to implement and fund initiatives.
- Promote environmental sustainability – encourage LEED certification in new developments, promote sustainable development that incorporate such things as greenroofs, rainwater reuse, porous paving etc.

The Plan's Implementation Table lists a series physical improvements projects and regulatory actions to be taken within the Upper Westside. The general priority actions for the Upper Westside LCI area:

- To enhance the public realm along Marietta Street and Howell Mill Road,
- To preserve diverse, but compatible land uses through mixed use Quality of Life zoning and urban design guidelines,
- To provide safe public access to the green space around the Atlanta Waterworks,
- To enhance the public realm along Donald L. Hollowell Parkway,
- To enhance the public realm along Northside Drive and
- To preserve the diversity of residents and businesses through organizational partnerships and mechanisms places a special emphasis on affordable housing, live/work spaces for artists, and the retention and revitalization of existing small businesses.

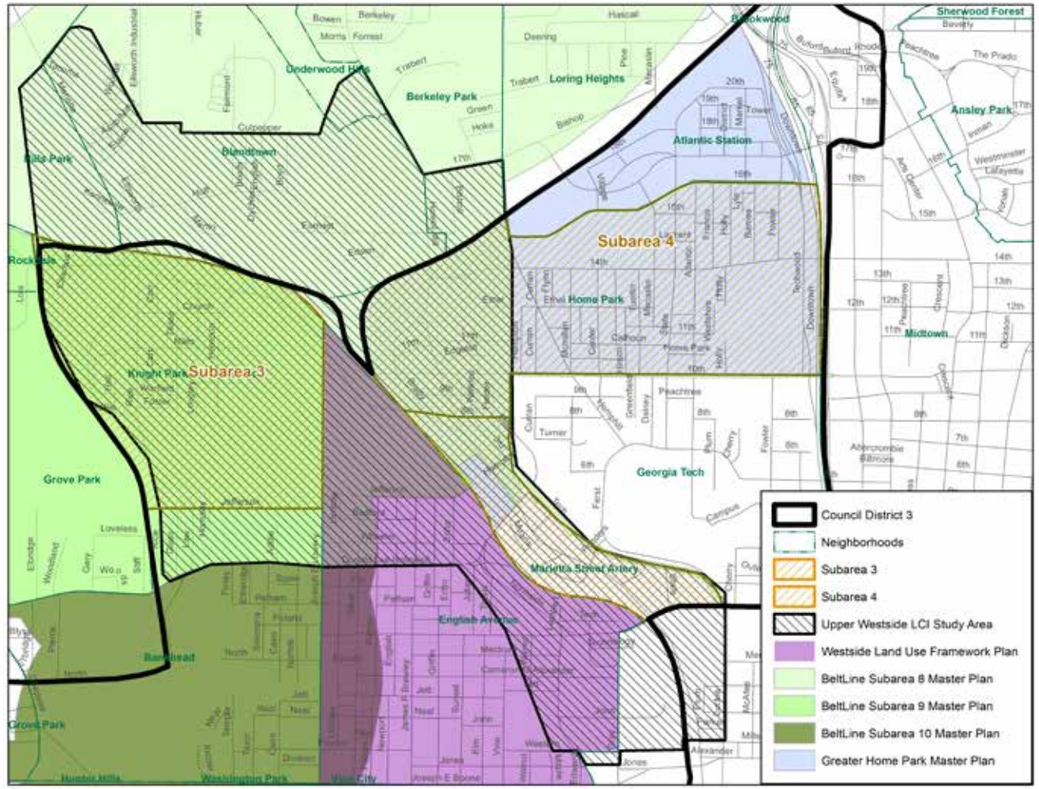
Specific priority transportation projects intended to support these most critical actions are:

- Marietta Street/Howell Mill Road Streetscape (P-1),
- Donald Lee Hollowell Parkway Streetscape (P-3),
- Howell Mill Road/Marietta Street Crossing (X-2),
- Bishop Street & Howell Mill Road Intersection Improvement (I-1),
- Huff Road Corridor Improvement (IR-4), and
- Donald Lee Hollowell Pkwy Corridor (near Northside Drive intersection) (IR-1).

Plan Study Areas

The Upper West Side study area overlaps with several plans (see map). Instead of updating the Upper West Side LCI in one plan and planning process, portions of this study area have been updated by these plans:

- District 3- Westside Revive Plan, 2019, encompasses all of District 3. Subarea 3 includes the Knight Park neighborhood and Subarea 4 covers the Marietta Street Artery Neighborhood,
- The Westside Land Use Framework Plan, 2017, includes a portion of the English Avenue neighborhood,



Upper Westside LCI planning area with Council District 3- Westside Revive Subareas 3 and 4, Planning area and other adopted plans.

- The BeltLine Subarea 8 Master Plan, 2012, covers the area north of West Marietta Street and the rail corridor and west of Howell Mill Road, and
- The BeltLine Subarea 9 Master Plan, 2009 with an update underway, covers the adjacent area to the southwest, including the Knight Park/Howell Station Neighborhood.

Implementing Agencies

Implementation of many of the recommendations is carried out by several City of Atlanta Departments and agencies as well as be the newly created Upper Westside Improvement District. Below is a summary of each one.

City of Atlanta

- Department of City Planning- The Office of Mobility conducts transportation planning such as the Cycle Atlanta Plan and the Comprehensive Transportation Plan. They work with state and regional agencies such as the Georgia Department of Transportation and the Atlanta Regional Commission to fulfill Atlanta's transportation infrastructure plans. The Office of Zoning and Development reviews and makes recommendations on zoning applications, reviews and approves Special Administrative Permits for parcels in the BeltLine Overlay and Quality of Life Zoning Districts and conducts and manages planning processes.
- Department of Public Works- The Capital Projects Division in the of Transportation works with the Federal Highway Administration, Georgia Department of Transportation, Atlanta Regional Commission, Community Improvement Districts and other governmental and quasi-governmental entities to implement transportation capital improvements.
- Renew Atlanta/TSPLOST- - Renew Atlanta is the city agency responsible for implementing $250 million in infrastructure funded by bonds approved in a special election in March 2015. Renew Atlanta will also manage and implement approximately $300 million of infrastructure projects that are funded by a Transportation special purpose local option sales tax approved in April 2017.
- Department of Watershed Management- Owns and operates the Hemphill Water treatment plant. Part of the land of this facility is now the Water Works Park.

Atlanta BeltLine: The Atlanta BeltLine is responsible for implementing the Atlanta BeltLine 2030 Strategic Implementation Plan (SIP), the action plan to guide its work through the end of the TAD in 2030. Initiating the first phase of Westside Reservoir Park including the passive-use park space is one of the priorities.

Georgia Department of Transportation: GDOT is responsible for road maintenance and improvements on state roads such as Northside Drive.

MARTA- Provides transit service in the City of Atlanta. The MORE MARTA program will enhance transit with the Bus Rapid Transit on North Ave- Donald L. Hollowell Pkwy and Northside Drive. increased bus service on Howell Mill Road is also recommended.

The Upper Westside Improvement District (CID)- Established in 2016, is organized and committed to planning and implementing projects in Upper West Side LCI. Their planning efforts have expanded beyond the LCI study and planning area. Property owners in the CID fund the CID and are able to spend the money on infrastructure improvements, beautification and public safety, for example the CID recently installed a new sidewalk along Howell Mill at 14th Street.

The 5 most critical projects for the Upper Westside CID are the following:

1. P-6 Brady Street Streetscape;
2. P-12 Huff Road Streetscape/IR-4 Huff Road Corridor;
3. P-21 14th Street Streetscape;
4. X-10 Bankhead Bridge Connector; and,
5. OS-1 Hemphill Waterworks Park.

In addition to the critical projects listed above, the CID considers the following projects as high priority:

1. X-4 Northside Drive at 8th Street Crossing;
2. O-2 Rezoning Upper Westside; and,
3. O-8 Public Art.

The Upper Westside CID also recommends 4 new initiatives to enhance the Upper Westside LCI Study area:

1. Improve MARTA Bus Stops;
2. 17th Street Sidewalks and Bike Facilities;
3. Extend Hampton Street West to Connect with Jefferson Street; and,
4. Re-Establish the Street Grid.

Report of Accomplishments

The Upper West LCI Implementation Project Matrix divides the recommended projects and actions into a Five-Year Implementation Action Plan and a 15-year Implementation Plan. Within each of these, the project types are:

- Pedestrian and Bike,
- Pedestrian Crossing,
- Intersection Improvements,
- Improved Roadway,
- Open Space, and
- Other.

While the Upper Westside has undergone significant land use changes since 2005, many of the infrastructure improvements called for in the original LCI study and 5-year update are still critically relevant today. A major theme continues to be multimodal connectivity throughout the area. Many projects are intersection and streetscape improvements intended to create more accessibility for pedestrians and bicyclists and encourage high quality development. To further the vision of enhanced connectivity and inviting public realm along key transportation corridors in the LCI planning area, this Appendix includes a table with updates on original LCI projects as well as clarifications on current projects that are critical and high priority.

The following tables provide the Report of Accomplishments, with details on the Five-Year Implementation Action Plan.

Upper West Side LCI - Transportation Initiatives

PROJECT ID	PROJECT NAME	PROJECT/DESCRIPTION	COMPLETED	UNDERWAY	NOT STARTED	NOT RELEVANT	NOTES
Pedestrian and Bike							
P-1	Marietta Street/Howell Mill Road Streetscape	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees (Simpson Avenue to Huff Road).		X			Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Plan. Renew Atlanta Projects along this corridor include resurfacing, signal coordination. Renew Projects: Marietta Street resurfacing, Howell MIll Complete street with Pedestrian & Bicycle Improvements. 14th St @ Howell Mill- Upgrade Signal Equipment. ATP: Howell Mill Rd Multimodal Street Reconstruction. Wider sidewalks, street furniture, streetlighting and trees are installed as part of resdevelopment of parcels zoned into one of the quality of life zoning districts. Parcels with conventional zoning that re-develop are not required to install streetscape. This along with parcels that have not redeveloped results in large gaps without streetcapes along this corridor.
P-2	Northside Drive Streetscape	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees (Simpson to Bishop).		X			The Georgia DOT has evaluated State Route 3/Northside Drive corridor from I-20 to I-75 (approximately five miles) for potential improvements for mobility, safety, bicycle and pedestrian use and access/connectivity to local and regional public transportation services. The set of solutions being explored includes intersection improvements and multimodal enhancements along the corridor-specific projects and funding have not been identified. Project AT-287 includes signal upgrades on SR 3 (Northside Drive) and Hemphill Avenue at SR 9 in the City of Atlanta and Georgia Tech area. Total corridor length is approximately 2.5 miles, with 11 signal upgrade. Proposed signal upgrades need to take into consideration new developments under construction that may benefit from multimodal improvements. Wider sidewalks, street furniture, streetlighting and trees are installed as part of resdevelopment of parcels zoned into one of the quality of life zoning districts. Parcels with conventional zoning that re-develop are not required to install streetscape. This along with parcels that have not redeveloped results in large gaps without streetcapes along this corridor. ATP TR-016: Northside Drive/ Metropolitan Parkway High Capacity Transit
P-3	Donald Lee Hollowell Parkway Streetscape	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees (Northside Drive to Marietta Boulevard).		X			Wider sidewalks, street furniture, streetlighting and trees are installed as part of resdevelopment of parcels zoned into one of the quality of life zoning districts. This area is just starting to redevelop so most of the corridor lacks adequate streetscapes. Projects prioritized in 2018 Atlanta Transportation Plan- ATP: BI-041 - Donald Lee Hollowell Parkway Protected Bicycle Facility
P-4	Means Street Streetscape	New sidewalks and street lighting along the length of Means Street, from Ponders Avenue to Marietta Street.			X		
P-5	Knight Park/Howell Station Sidewalks	New sidewalks along both sides of Rice Street from Marietta Boulevard to W. Marietta Street. New sidewalks on one side of Herndon Street (W. Marietta to dead end), Tilden Street (W. Marietta to dead end), Church Street (Rice to Herndon), Niles Avenue (Herndon to Marietta Boulevard), Warfield Street (Tilden to Marietta Boulevard).			X		
P-6*	Brady Ave. Streetscape	New sidewalks and street lighting along both sides of Brady Ave. From W. Marietta Street to Howell Mill.			X		Brady Ave will be repaved and bike lanes will be added during the restriping as part of Cycle Atlanta Plan's Corridor E. This project only addresses the area between the curbs. Wider sidewalks, street furniture, streetlighting and trees are installed as part of resdevelopment of parcels zoned into one of the quality of life zoning districts. Parcels with conventional zoning that re-develop are not required to install streetscape. This along with parcels that have not redeveloped results in large gaps without streetcapes along this corridor. Improving the streetscaping of Brady Avenue will complement the efforts of the bike lane project and create a more pedestrian-friendly environment in an emerging mixed use destination area.
P-7	West Marietta Street	New sidewalks and street lighting along both sides of West Marietta Street from Howell Mill to intersection with Marietta Boulevard.		X			Part of Renew Atlanta Projects. Renew Project: West Marietta St (TCC)- Upgrade Signal Operations. Roadway changes and streetscape improvements have been planned as part of Cycle Atlanta 1.0 and the Beltline Subarea 9 Masterplan. Wider sidewalks, street furniture, streetlighting and trees are installed as part of resdevelopment of parcels zoned into one of the quality of life zoning districts. Parcels with conventional zoning that re-develop are not required to install streetscape. This along with parcels that have not redeveloped results in large gaps without streetcapes along this corridor.
P-8	10th Street	New sidewalks and street lighting along both sides of 10th Street from Northside Drive west to dead end.		X			Wider sidewalks, street furniture, streetlighting and trees are installed as part of resdevelopment of parcels zoned into one of the quality of life zoning districts. However, gaps between development leave large areas without streetcapes. Parcels with conventional zoning that re-develop are not required to install streetscape. This along with parcels that have not redeveloped results in large gaps without streetcapes along this corridor. Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Plan- Renew Project: 10th St (TCC) Upgrade Signal Operations. Cycle Atlanta 1.0 called for bicycle infrastructure on the south side of 10th St. ATP TR-016 : Northside Drive/ Metropolitan Parkway High Capacity Transit
P-9	8th Street	New sidewalks and street lighting along both sides of 8th Street from Northside Drive west to Brady.		X			Wider sidewalks, street furniture, streetlighting and trees are installed as part of resdevelopment of parcels zoned into one of the quality of life zoning districts. However, gaps between development leave large areas without streetcapes. Part of Renew Atlanta Projects- Renew Project: 8th Street- Resurfacing

PROJECT ID	PROJECT NAME	PROJECT/DESCRIPTION	COMPLETED	UNDERWAY	NOT STARTED	NOT RELEVANT	NOTES
P-10	Blandtown Sidewalks	New sidewalks along one side of Fairmont Street (from Huff Road north to dead end), Booth Avenue (from Huff Road north to dead end), English Street (from Huff Road north to dead end), and Boyd Avenue (from Huff Road north to dead end).			X		Sidewalks and landscaping installed as part of resdevelopment of parcels zoned into one of the quality of life zoning districts.
P-11	Jefferson Street Sidewalks	New sidewalks and street lighting along both sides of Jefferson Street from EchoStreet to Marietta Boulevard.		X			Sidewalks and landscaping will be installed as part of resdevelopment of parcels zoned into one of the quality of life zoning districts. However, gaps between development leave large areas without streetcapes. Part of Renew Atlanta Projects- Jefferson Street resurfacing and priority projects in 2018 Atlanta Transportation Plan - ATP BI-025: Jefferson Street Bike-Ped Bridge
P-12*	Huff Road Streetscape	Acquiring right of way and grading for sidewalks for full length of Huff Road (from Howell Mill to Marietta Boulevard). Curbs, ramps, and street furniture.		X			As part of the Huff Road widening by DPW., ft sidewalks on both sides of the road from Howell Mill to the Ernest Street will be installed This project doesn't include streetscape elements such as street furniture, lighting and street trees.Huff Road Widening Capacity improvements (ATP ST-068) is a a priority project in 2018 Atlanta Transportation Plan. Streetscape improvements in this project should extend beyond curb ramps and include street furniture, street trees, and wider sidewalks.
P-13	English Avenue North - GWCC Greenway	Remove existing rail bridges, clear overgrowth, and grading to level greenway. Build a concrete multi-use path with entrances, boundary fences, lighting, and signs. From Lowery Boulevard southeast to Northside Drive.		X			The rail corridor purchased, known as the "Church Line" by Atlanta BeltLine with Tsplost funding. Path foundation will build a trail on the "Church Line". It will connect westside BeltLine and the PATH Silver Comet trail. TSPLOST Project: Right of Way acqusition and Install Lighting (Atlanta Beltine)
P-14	Lowery Streetscape	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees. From DLH to W. Marietta Street.			X		Renew Project: Joseph E. Lowery (TCC) is between DLH and MLK Jr- Upgrade Signal Operations
P-15	North Avenue Streetscape	Sidewalks, curbs, ramps, and street lighting along both sides of North Avenue east of Northside Drive to Luckie Street.			X		Renew Atlanta Projects: North Ave Smart Corridor- Upgrade Signal Operations
P-16	Marietta Boulevard Streetscape	Sidewalks, curbs, ramps, from DLH to Thomas Street.			X		Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Plan. Renew Project: Marietta Boulevard (TCC) ATP SA-029: Marietta Blvd Multimodal Street Reconstruction
P-17	BeltLine Greenway and Transit	Concrete multi-use path with lighting and signs. From Maddox Park to Howell Mill north of Hemphill Waterworks.		X			Alingment for the BeltLine transit and trail under review. Priority projects in 2018 Atlanta Transportation Plan TSPLOST Project: Right of Way acqusition and Install Lighting (Atlanta Beltine) ATP TR-027: BeltLine West Corridor High Capacity Transit
P-18	Marietta Boulevard Greenway	Acquire land on the east or west side of Marietta Blvd for future greenway, from Maddox Park to Elaine Avenue.		X			This is one of the alingments under consideration for the BeltLine trail in their analysis of alternatives. ROW has not been purchased and funding has not be identified.
P-19	Ga. Power E-W Greenway	Negotiate with Georgia Power to permit the development of a greenway north of Culpepper, between Ellsworth and the rail line.		X			This is one of the alingments under consideration for the BeltLine trail in their analysis of alternatives. ROW has not been purchased and funding has not be identified.
P-20	Jefferson Street Bike Path	Signs designating Jefferson Street as a bike path. Road improvements that make Jefferson Street usable for on-street biking. From Echo Street to Marietta Boulevard.			X		Priority project in 2018 Atlanta Transportation Plan ATP BI-025: Jefferson Street Bike-Ped Bridge
P-21*	14th Street Streetscape	14th Street Streetscape between Hemphill Avenue and Howell Mill Road. Part of a larger streetscape project for 14th Street initiated by the Home Park Community Improvement Association.			X		Wider sidewalks, street furniture, streetlighting and trees are installed as part of resdevelopment of parcels zoned into one of the quality of life zoning districts. Parcels with conventional zoning that re-develop are not required to install streetscape. This along with parcels that have not redeveloped results in large gaps without streetcapes along this corridor. Previously designate as Renew Project: 14th St, Phase 1- Resurfacing from Howell Mill Road to Hemphill Avenue. Defunded in the rebaselining process.
Pedestrian Crossing							
X-1	Northside Drive/ Marietta Street Crossing	Create a pedestrian crossing including striping, special materials, ramps, and signalization.		X			Signal upgrades on SR 3 (Northside Drive)- with 11 signal upgrades including one at Marietta Stree. Renew Project: Marietta St and TSPLOST Project: Marietta St and Northside Dr Signal Upgrade
X-2	Howell Mill Road/ Marietta Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization.		X			Part of Renew Atlanta and TSPLOST projects- This intersection will be redesigned by the Howell Mill Complete Street Project. Renew Project: West Marietta St (TCC) & Renew Project: Howell Mill Rd (TCC)
X-3	Northside Drive at 10th St. Crossing	Create a pedestrian crossing including striping, ramps, and signalization.			X		Signal upgrades on SR 3 (Northside Drive)- with 11 signal upgrades: North Avenue, Donald Lee Hollowell Parkway NW, Marietta Street, 10th Street, 14th Street, 17th Street, Deering Road, Bellemeade Avenue, I-75 SB, I-75 NB, and at Hemphill Avenue/14th Street. This project doesn't include crosswalks and pedestrian facilities at this intersection. Renew Project: 10th St (TCC) (West)-Upgrade Signal Operations
X-4**	Northside Drive at 8th St. Crossing	Create a pedestrian crossing including striping, ramps, and possible signalization.			X		Cycle Atlanta Plan 1.0 explores this project in further detail.

PROJECT ID	PROJECT NAME	PROJECT/DESCRIPTION	COMPLETED	UNDERWAY	NOT STARTED	NOT RELEVANT	NOTES
X-5	Northside Drive at 14th St. Crossing	Create a pedestrian crossing including striping, ramps, and signalization.		X			Signal upgrades on SR 3 (Northside Drive)- with 11 signal upgrades: North Avenue, Donald Lee Hollowell Parkway NW, Marietta Street, 10th Street, 14th Street, 17th Street, Deering Road, Bellemeade Avenue, I-75 SB, I-75 NB, and at Hemphill Avenue/14th Street. This project doesn't include crosswalks and pedestrian facilities at this intersection.
X-6	DLH & Northside Drive Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization.		X			Signal upgrades on SR 3 (Northside Drive)- with 11 signal upgrades: North Avenue, Donald Lee Hollowell Parkway NW, Marietta Street, 10th Street, 14th Street, 17th Street, Deering Road, Bellemeade Avenue, I-75 SB, I-75 NB, and at Hemphill Avenue/14th Street. Part of a project for priority projects in 2018 Atlanta Transportation Plan- ATP BI-041: Donald Lee Hollowell Parkway Protected Bicycle Facility
X-7	Marietta Street & Simpson Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization.			X		
X-8	Howell Mill Road & 14th St. Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization.		X			Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Plan Renew Project: 14th St @ Howell Mill ATP SA-019: Howell Mill Rd Multimodal Street Reconstruction
X-9	Howell Mill Road & 10th St. Crossing	Create a pedestrian crossing including striping, ramps, and signalization.		X			Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Pla Renew Project: 10th St (TCC) (West) and Renew Project: Howell Mill Rd Complete Street Project, ATP SA-019: Howell Mill Rd Multimodal Street Reconstruction
X-10*	Bankhead Bridge Connector	Structure analysis is required to determine if the bridge can be reinforced or if it must be replaced. Create a stairway/ connection to Means Street from bridge.			X		Closed since 1991, the Bankhead Bridge spans the railroad tracks between Marietta Street and Northside Drive. The eastern approach of the bridge has been demolished and replaced with a surface parking lot. Repurposing the bridge for bicyclists and pedestrians and reconstructing a new portion through to Means Street would provide an iconic and valuable multimodal connection across the railroad tracks.
X-11	Lowery Boulevard/ West Marietta Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization.		X			Part of Renew Atlanta Projects Renew Project: West Marietta St (TCC)- Upgrade Signal Operations
X-12	Blandtown Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization. New stoplight required.			X		
X-13	Lowery & DLH Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization.			X		
X-14	DLH & English Avenue Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization.			X		Part of 2018 Atlanta Transportation Plan ATP BI-041: Donald Lee Hollowell Parkway Protected Bicycle Facility
X-15	Northside Drive & North Avenue Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization.			X		The Georgia DOT has evaluated State Route 3/Northside Drive corridor from I-20 to I-75 (approximately five miles) for potential improvements for mobility, safety, bicycle and pedestrian use and access/connectivity to local and regional public transportation services. The set of solutions being explored includes intersection improvements and multimodal enhancements along the corridor.
X-16	Marietta Street & North Avenue Connection	Create pedestrian paths up to Marietta Street from both sides of North Avenue.			X		Part of Renew Atlanta Projects. Renew Project: North Ave Smart Corridor and Renew Project: Marietta St
X-17	Northside Drive & Kennedy Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization.			X		The Georgia DOT has evaluated State Route 3/Northside Drive corridor from I-20 to I-75 (approximately five miles) for potential improvements for mobility, safety, bicycle and pedestrian use and access/connectivity to local and regional public transportation services. The set of solutions being explored includes intersection improvements and multimodal enhancements along the corridor.
X-18	North Ave. & Northyards Street Crossing	Create a pedestrian crossing including striping, ramps, and signalization.			X		The Georgia DOT has evaluated State Route 3/Northside Drive corridor from I-20 to I-75 (approximately five miles) for potential improvements for mobility, safety, bicycle and pedestrian use and access/connectivity to local and regional public transportation services. The set of solutions being explored includes intersection improvements and multimodal enhancements along the corridor.
X-19	Northside Drive & 16th St. Street Crossing	Create a pedestrian crossing including striping, ramps, and possible signalization.			X		The Georgia DOT has evaluated State Route 3/Northside Drive corridor from I-20 to I-75 (approximately five miles) for potential improvements for mobility, safety, bicycle and pedestrian use and access/connectivity to local and regional public transportation services. The set of solutions being explored includes intersection improvements and multimodal enhancements along the corridor.
X-20	Marietta Street & Brady Street Crossing	Create a pedestrian crossing including striping and ramps.			X		
Intersection Improvements							
I-1	Bishop Street & Howell Mill Road	Intersection project to include geometric improvements, study for signal requirement.			X		Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Plan Renew Project: Howell Mill Rd (TCC) ATP SA-019: Howell Mill Rd Multimodal Street Reconstruction
I-2	West Marietta Street & Lowery Boulevard	Intersection project to include road realignment, signal upgrade, pedestrian facilities upgrade, roadway rehabilitation.		X			Part of Renew Atlanta Project: West Marietta St (TCC) Upgrade Signal Operations at Intersection

PROJECT ID	PROJECT NAME	PROJECT/DESCRIPTION	COMPLETED	UNDERWAY	NOT STARTED	NOT RELEVANT	NOTES
I-3	DLH & Lowery Boulevard	Intersection project to include geometric improvement, utility pole relocations.			X		Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Plan Renew Project: Joseph E. Lowery (TCC) (at Intersection) ATP BI-041: Donald Lee Hollowell Parkway Protected Bicycle Facility
I-4	Brady Avenue & Howell Mill Road	Intersection project to include realignment of Brady to intersect Howell Mill at 90 degrees.		X			Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Plan Renew Project: Howell Mill Rd Complete Street Project will be signalizing this intersection. ATP SA-019: Howell Mill Rd Multimodal Street Reconstruction
I-5	West Marietta Street & Marietta Boulevard	Intersection project to include roadway rehabilitation.		X			Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Plan Renew Project: West Marietta St (TCC)- Upgrade Signal Operations and Renew Project: Marietta Boulevard (TCC)- Upgrade SignalOperations. ATP SA-029: Marietta Blvd Multimodal Street Reconstruction
Improved Roadway							
IR-1	Donald Lee Hollowell Pkwy Corridor (near Northside Drive)	Along Donald Lee Hollowell Parkway from the railroad track going east to Northside Drive. Roadway improvement project include capacity improvement, geometric improvement at the intersection of Donald Lee Hollowell & Northside Drive.			X		Part of 2018 Atlanta Transportation Plan ATP BI-041: Donald Lee Hollowell Parkway Protected Bicycle Facility
IR-2	West Marietta Street & Lowery Boulevard	Intersection project to include road realignment, signal upgrade, pedestrian facilities upgrade, roadway rehabilitation.		X			Part of Renew Atlanta Projects Renew Project: West Marietta St (TCC) Upgrade Signal Operations at Intersection
IR-3	DLH & Lowery Boulevard	Intersection project to include geometric improvement, utility pole relocations.			X		Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Plan. Renew Project: Joseph E. Lowery (TCC) (at Intersection). ATP BI-041: Donald Lee Hollowell Parkway Protected Bicycle Facility
IR-4	Huff Road Corridor	Huff Road east of Marietta Blvd to Howell Mill. Roadway improvement project include capacity improvement		X			The Huff Road widening will be from Howell Mill Road westward to the bridge over the Norfolk Southern Railroad corridor. The proposed project will widen Huff Road from two lanes to three lanes by adding a center turn lane from Howell Mill Road to just west of Earnest Street. The project will also add 6 ft sidewalks on both sides of the road but will not include streetscapce components such as lighting, furniture, street trees. DPW Capital Projects is leading this improvement. Part of priority projects in 2018 Atlanta Transportation Plan including installation of streetscapes (wide sidewalks, street furniture, lighting, street trees)
IR-5	West Marietta Street & Marietta Boulevard	Intersection project to include roadway rehabilitation.		X			Part of Renew Atlanta Projects and priority projects in 2018 Atlanta Transportation Plan Renew Project: West Marietta St (TCC)- Upgrade Signal Operations and Renew Project: Marietta Boulevard (TCC)- Upgrade Signal Operations ATP SA-029: Marietta Blvd Multimodal Street Reconstruction
New Road							
NR-1	Extend Ethel Street from Home Park to Howell Mill Road	Two lane new roadway with sidewalks, right-of-way acquisition. Traffic crossing Northside Drive will be restricted by median on Northside Drive.		X			Ethel Street extension included in recent approved rezoning. New roads are completed as part of redevelopment of parcels. Part of 2018 Atlanta Transportation Plan ATP NS-056: Ethel Street Extension
NR-2	A new north-south link between Howell Mill Road & Northside Drive from 14th St. to 11th St.	Two lane new roadway with sidewalks, right-of-way acquisition.			X		New roads are built as part of redevelopment of parcels due in part to coordination with the neighborhood. Quality of life zoning requires a new street when blocks exceed 600 feet. Tools to require new street construction is limited.
NR-3	Extend Menlo Drive into loop with Huff Road.	Two lane new roadway with sidewalks, right-of-way acquisition.			X		New roads are built as part of redevelopment of parcels. Quality of life zoning requires a new street when blocks exceed 600 feet. Tools to require new street construction are limited. Purchase of ROW for new street construction is possible but unlikely due to limited funding availability
NR-4	Reconnect Trabert Avenue around Waterworks	Two lane roadway with sidewalks, increase access to proposed Waterworks Park. Bridge structure required. Property already part of Hemphill Water Works. Note that this project is out of study area boundary.			X		This roadway connection requires repurposing City owned land and is further contemplated in the BeltLine Subarea 8 Plan.
NR-5	A new north-south link between Better Brands & Georgia Power, from Jefferson Street north to Kim King apartments	Two lane new roadway with sidewalks, right-of-way acquisition.			X		New roads are built as part of redevelopment of parcels. Quality of life zoning requires a new street when blocks exceed 600 feet. Tools to require new street construction are limited. Purchase of ROW for new street construction is possible but unlikely due to limited funding availability
NR-6	Knight Park-Huff Road connector	Extend Fairmont south across railroad to Church Street. New 2-lane bridge with sidewalks connecting over rail line.			X		New roads are built as part of redevelopment of parcels. Quality of life zoning requires a new street when blocks exceed 600 feet. Tools to require new street construction are limited. Purchase of ROW for new street construction is possible but unlikely due to limited funding availability
NR-7	A new east-west link from Marietta Boulevard to Ellsworth Industrial Drive	New street with sidewalks bordering the south side of the park proposed as project number OS-6.			X		New roads are built as part of redevelopment of parcels. Quality of life zoning requires a new street when blocks exceed 600 feet. Tools to require new street construction are limited. Purchase of ROW for new street construction is possible but unlikely due to limited funding availability.

Other Projects- Upper West Side LCI

PROJECT ID	PROJECT NAME	LOCATION/DESCRIPTION	COMPLETED	UNDERWAY	NOT STARTED	NOT RELEVANT	NOTES
Open Space							
OS-1*	Hemphill Waterworks Park	Move the fence around the Hemphill Waterworks closer to the water to allow public use of open space. Install public facilities such as paths, picnic benches, and picnic shelters.		X			Redesigning the Waterworks as a public greenspace is also recommended by the Greater Home Park Masterplan, the Berkeley Park Blueprints Plan, and the BeltLine Subarea 8 Plan. A 4.5 acre site on the corner of Northside Drive and Hemphill was converted to the Waterworks Greenspace in the fall of 2018. This is a start to the more expansive green-space around the water works envisioned in the plans.
OS-2	English Avenue North Park	Acquire land for a park in English Avenue north, or reach an agreement on opening existing privately held open space.		X			Community garden at the location of the English Ave School
OS-3	Knight Park Improvements	Meet with neighborhood to determine needed landscaping and maintenance improvements to Knight Park.		X			Knight Park was awarded the Park Pride Visioning Grant in 2017
OS-4	10th St. Park	Acquire and design small park/plaza between Northside Drive & Howell Mill.			X		This park would complement the project P-8.
OS-5	Huff Road Plaza	Acquire land at the intersection of Huff and Earnest and develop as a small plaza.			X		This park could be a complement to the Waterworks Park (project OS-1)
OS-6	Huff Road & Marietta Boulevard Park	Acquire and develop neighborhood park on the strip of land im-mediately south of Elaine at its intersection with Marietta Blvd.			X		This park is further defined in the BeltLine Subarea 8 Plan.
OS-7	West Home Park Plaza	Acquire and develop a neighborhood park along new Ethel Street between Northside Drive and Howell Mill.			X		Land development within the superblock bounded by 11th Street, 14th Street, Northside Drive, and Howell Mill should create new greenspace for neighborhood use and connect the street grid through their property to encourage a more
Other Initiatives							
O-1	Revise Mixed-Use Zoning cate-gories	Adapt existing quality of life zoning codes to be more flexible in terms of land use arrangements and streetscape requirements.		X			The rewrite of the City of Atlanta Zoning Ordinance is underway. Quick fixes I and II have been adopted. The major rewrite will take several years.
O-2**	Rezoning Upper Westside	Change zoning to meet planned future land use throughout the Upper Westside		X			Parcels are rezoned to Quality of Life districts as applications are submitted. This could also be achieved through proactive rezonings.
O-3	Upper Westside Community Development Corporation	Create a community development corporation that focuses on affordable housing development for artists.			X		The Upper Westside CID was created to pursue infrastructure projects, however there is still a need for an organization to unify the artist community in the area and promote the cultural assets of the district.
O-4	Seek National Historic Register listing for key properties	Key properties not currently listed include: Murray's Mill, Hemphill Waterworks property, and the White Provision Building.		X			Means Street Historic District was adopted in 2017. Other historic buildinga in the Upper Westside is not currently protected but could be eligible for historic designation.
O-5	Promote awareness of existing tax break programs for seniors.			X			Office of Housing and Community Development Housing Plan and House ATL include programs like this one
O-6	Encourage local institutions to implement employer assisted housing programs.			X			Inclusionary zoning along the BeltLine and in English Ave and Vine City require a % of affordable housing in new for sale developments
O-7	Acquire land in English Avenue for future workforce single family housing.			X			The Atlanta Police Foundation, Invest Atlanta and the Westside Future Fund have been working to aquire and rehabili-tate housing for Police Officers and for affordable housing.
O-8**	Public Art	Encourage the incorporation of public art into major public spaces.			X		Alongside enhancements to public space like improved streetscaping and creating open space, iconic public art can attract residents, businesses, and visitors alike while creating a meaningful sense of place.
O-9	Upper Westside Marketing Organization	Create a joint marketing organization for marketing arts events and recruiting new arts organizations			X		
O-10	Main Street Trolley	Trolley infrasture to Midtown and Downtown. Early service can be a shuttle, building up ridership for future trolley.				X	The Atlanta Street Car expansion strategy idenfied several streetcar routes including one on Northside Drive and another one on North Ave/Hollowell. The proposed streetcar alingments do not follow the Main Street trolley recommended in the plan.
O-11	Encourage LEED certified devel-opment.			X			Energy effinciency is one of the components of LEED. The City of Atlanta Power to Change includes the goal of reducing commercial energy consumption 20% by 2020.The Better Buildings Challenge is away to achieve this. In addition, The Atlanta Commercial Energy Efficiency Ordinance requires owners of commercial buildings over 25,000 square feet to benchmark energy and water consumption on an annual basis. Every 10 years, these buildings will also be required to undertake an energy audit, where a professional walks through the building and makes recommendations on how to improve the efficiency and operation of the building.

PROJECT ID	PROJECT NAME	LOCATION/DESCRIPTION	COMPLETED	UNDERWAY	NOT STARTED	NOT RELEVANT	NOTES
O-12	Provide wayfinding system	Provide Wayfinding Signage System - Key elements will include: uniform, attractive and geographically-oriented maps, signs and kiosks which capitalize on the industrial historic character of the area; signage at each node - Howell & Huff, Marietta Blvd & Elaine, Marietta Blvd and Hollowell, Lowery & Hollowell, Hollowell & Northside, Simpson & Marietta, Marietta & North, Northside & Marietta, Howell & Marietta, Northside & 10th, Northside & 14th, Marietta & Lowery.			X		
New Initiatives							
1	Improve MARTA Bus Stops	The original LCI called for a trolley route through the Upper Westside. This would be a welcome long-term transit opportunity, but in the interim, many improvements can be made to the existing transit.		X			MARTA will be installing amenities at up to 1,500 bus stops throughout MARTA's service area over the next five years. Specific locations within this district have not yet been identified. These include passenger waiting shelters; benches; leaning rails; and other types of seating.
2	17th Street Sidewalks and Bike Facilities	The original LCI identified 17th Street and Northside Drive for intersection improvements, but the more pressing issue is pedestrian and cycling connectivity on 17th Street between Howell Mill Road and Northside Drive.			X		
3	Extend Hampton Street West to Connect with Jefferson Street	Lack of connectivity across the railroad is one of the key underlying issues affecting the entire Upper Westside. It explains much of the economic divide between the various parts of the study area. New connection between Hampton Street and Jefferson Street across the railroad tracks that parallel Marietta Street would be transformative for the area.			X		New roads are built as part of redevelopment of parcels. Quality of life zoning requires a new street when blocks exceed 600 feet. Tools to require new street construction are limited. Purchase of ROW for new street construction is possible but unlikely due to limited funding availability
4	Re-Establish the Street Grid	In various places, the street grid has been disconnected or lost through the years. One example is 9th Street, which ends at Fielder Ave instead of continuing east to Northside Drive and beyond. Creating new connections like the 9th Street extension wherever possible to reestablish a strong street grid would improve the permeability of the district to pedestrians and create a more vibrant urban environment.					New roads are built as part of redevelopment of parcels. Quality of life zoning requires a new street when blocks exceed 600 feet. Tools to require new street construction are limited. Purchase of ROW for new street construction is possible but unlikely due to limited funding availability

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